**Making the case:**

**Your messaging checklist**

**Who is this for?**
**This document is for National Portfolio Organisations and Investment Principles Support Organisations in receipt of Arts Council funding in 2023-26.**

It will help you share that your work was made possible thanks to public funding- whether from taxpayers or the National Lottery - it’s important you share this with your audiences, so they understand the connection.

**What’s in the checklist?**

* Boilerplate to go at the end of your press release
* Statement for your website
* Line to use when giving quotes or interviews to the media
* Line to use at events
* Social media posts

**Boilerplate for the end of your press release:**

**Arts Council England** is the national development agency for creativity and culture. We have set out our strategic vision in Let’s Create that by 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high-quality cultural experiences. From 2023 to 2026 we will invest over £467 million of public money from Government and an estimated £250 million from The National Lottery each year to help support the sector and to deliver this vision.[www.artscouncil.org.uk](http://www.artscouncil.org.uk/).

**Website statement:**

As well as the right [grant award logo](https://www.artscouncil.org.uk/grant-award-logo-and-guidelines), please add the following line to your website – this could be found in your “About us” section, for example. You might also wish to include this in your recruitment materials:

We’re an Arts Council England **[National Portfolio Organisation/Investment Principles Support]** Organisation, which means funding thanks to **[taxpayers/National Lottery players]** plays a huge part in supporting our work.

**Your own quotes or interviews:**You can use a line like this in written quotes, or keep this in mind when being interviewed.

“As one of Arts Council England’s **[National Portfolio/Investment Principles Support]** Organisations, our work is made possible by **[taxpayers/National Lottery players]**, so we want to thank the public for their support and stress that this is your space, so please come enjoy it!”

**Hosting or speaking at events**

None of this would be possible without funding thanks to **[taxpayers/ National Lottery players]**. As an Arts Council England **[National Portfolio/Investment Principles Support]** Organisation. This funding means we’re able to **[bring creativity and culture to more people’s doorsteps / welcome more visitors / help more organisations / use your own summary that best describes the impact of your work]**.

**Social media posts**

Please add in your social media bios that you are supported by the Arts Council. You can tag us, and feel free to add in #LetsCreate.

Here are some other general posts to help you talk about your public funding online. Don’t forget to tag us and include hashtags!

* We’re one of nearly 1000 organisations bringing creativity and culture to villages, towns and cities across the country as a National Portfolio Organisation, thanks to funding from **[taxpayers/#NationalLottery players]**
* Thanks to funding from **[taxpayers/#NationalLottery players]**, we’re a **[National Portfolio/Investment Principles Support]** Organisation bringing creativity and culture to your doorstep
* We’re a **[National Portfolio/Investment Principles Support]** Organisation, which means funding thanks to **[taxpayers/#NationalLottery players]** plays a huge part in supporting **[our organisation/this event/this project]**.
* Thank you for supporting this – YES YOU! We’re a **[National Portfolio/Investment Principles Support]** Organisation and this **[event/project]** was made possible thanks to funding **from [taxpayers/#NationalLottery players]**.
* We’re thrilled to receive funding thanks to **[taxpayers/#NationalLottery players]** that allows us to keep doing what we love and get people involved in creativity and culture. Thanks for your support!
* Thanks to funding from **[taxpayers/#NationalLottery players]**, we can keep pushing boundaries and making magic happen.
* We’re a **[National Portfolio/Investment Principles Support]** Organisation, meaning we receive funding from **[taxpayers/#NationalLottery players]** to ensure that everyone has access to the transformative benefits of creativity and culture.