



**IT'S
GREAT
OUT
THERE**
Coalition

GUIDELINES FOR #itsgreatoutthere GRANT RECIPIENTS



itsgreatoutthere.com



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CONGRATULATIONS ON BEING AWARDED AN 'IT'S GREAT OUT THERE' GRANT!

Here we enclose the guide lines for how you will receive the money and what we need in return. 'It's Great Out There' Coalition has a mission to inspire Europe to get active outdoors, so we need your help with inspirational stories, photographs, mini movies, social media etc... you will find all the details and contacts below.

To receive your money, please ask your core non-profit applicant organisation to send us a digital scan of a letter on headed paper - this must be on your official paper with the company details and signed by a senior director or member of the organisation. The letter can be informal, simply confirming the application, the approval date, amount, name of the project etc... and then enclosing the bank details for international money transfer.

We look forward to working with you and inspiring more people active outdoors!

The primary objective of the **#itsgreatoutthere** campaign is to inspire more European citizens to participate in outdoor activities. One way to achieve this is to promote the positive impact of the **#itsgreatoutthere** grants. Grant applicants should bear this in mind when applying for support.

This document outlines some of the material that will help to maximise the profile of projects.

Don't be daunted by what's included here. We recognise that not all applicants will have the resources to deliver everything and our team will guide and support grant recipients as their projects proceed. However, the information contained here offers useful guidance for anyone who is coordinating an **#itsgreatoutthere** initiative, and any content that is provided will help us to generate the best possible publicity for your great idea, which is a win-win for everyone.



PR GUIDELINES FOR #itsgreatoutthere GRANT APPLICANTS

One of the key elements of the **#itsgreatoutthere** campaign is proactive media relations to publicise activities, including those of grant recipients. The coalition has its own PR team for this, but to do the job effectively, they will need to be supplied with a range of material.

Ideally, the grant recipients will provide content at two stages:

- When a grant has been confirmed
- Once the project has been completed.

On confirmation of the grant:

- A brief summary of the project – what, where, when, who
- Details of any other grant funders/sponsors that need to be mentioned in PR activity
- A quotation to use in a press release that explains how the **#itsgreatoutthere** grant will help the project achieve its aims
- A photograph that relates to the project (e.g. the organiser or the expected participants, if available).

On completion of the project:

- A brief summary of what happened and the positive impact it had on those involved
- Quotations from an organiser and a participant, outlining the success of the activity and thanking **#itsgreatoutthere** for helping to make it happen
- A selection of photographs from the project featuring the participants and showcasing the activities involved and locations
- Images are very important, so the more that can be provided the better, ideally at a high resolution and with captions that describe what is depicted and the people who appear in the photographs.

The **#itsgreatoutthere** PR team will draft press releases and share them with grant recipients before they are sent to any media, for review and approval. Once approved, material will be sent to all of the coalition's priority media targets. Grant recipients may well have local media who they want to approach independently with the PR material and **#itsgreatoutthere** encourages this. Recipients are welcome to adapt **#itsgreatoutthere** material for their own local audiences, but are expected to retain references to the campaign and its aims and objectives.

PR contact:

Chris Lines – chris.lines@itsgreatoutthere.com



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SOCIAL MEDIA GUIDELINES FOR #itsgreatoutthere GRANT APPLICANTS

The **#itsgreatoutthere** campaign is promoted significantly through its social media channels on Facebook, Instagram and Twitter. The social media team works to continuously grow the online fan base through engaging and motivating outdoor-related content. In order to promote projects that received grants, the team needs to receive communication material to build an engaging social media story.

On confirmation of the grant:

- A brief summary of the project – what, where, when, who
- Links to project's social media channels and website
- A brief description of the preparation process for the project
- 2-3 photographs of the preparation process for the project (e.g. preparing gear and tools, participants packing backpacks and planning the route).

During the project:

- Short update and quote of the project's progress
- 1-2 photographs of the project in full swing

On completion of the project:

- A brief summary of what happened and the positive impact it had on those involved
- Quotations from an organiser and a participant, outlining the success of the activity and thanking **#itsgreatoutthere** for helping to make it happen
- A selection of photographs from the project featuring the participants and showcasing the activities involved and locations
- Images are very important, so the more that can be provided the better, ideally at a high resolution and with captions that describe what is depicted and the people who appear in the photographs.

The social media team will create social media posts out of the provided content and publish them on the following channels:

<https://www.instagram.com/itsgreatoutthere>

<https://www.facebook.com/itsgreatoutthere>

<https://twitter.com/greatoutthere>

Social Media contact:

Moritz Born – moritz@itsgreatoutthere.com

Carola Bader – carola@itsgreatoutthere.com



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