



INSTITUTE of  
**Museum and Library**  
SERVICES

# Grantee Communications Kit

Also available online at [www.ims.gov/GCK](http://www.ims.gov/GCK).

## **Congratulations on Your Award!**

Your grant from the Institute of Museum and Library Services is an outstanding achievement that should be shared with your community. The online and downloadable Grantee Communications Kit provides guidance for fulfilling your requirements and spreading the word about your grant project.

We encourage you to subscribe, if you have not already done so, to our free e-mail newsletter, Primary Source at [www.ims.gov/signup.aspx](http://www.ims.gov/signup.aspx). We also invite you to

- subscribe and contribute to our blog, UpNext: <http://blog.ims.gov>,
- follow us on Twitter at [@USIMLS](https://twitter.com/USIMLS),
- visit our YouTube Channel: [www.youtube.com/USIMLS](http://www.youtube.com/USIMLS), and
- subscribe to our RSS feed at [www.ims.gov/rss/news.aspx](http://www.ims.gov/rss/news.aspx)

If you have any questions, please feel free to contact anyone in our Office of Communications and Government Affairs:

- Mamie Bittner, Director
- Carla Wilson, Congressional Affairs Officer
- Ellen Arnold Losey, Senior Graphic Designer and Webmaster
- Kevin O'Connell, Writer/Editor

We are happy to assist with your communications efforts!

## **Guidelines for IMLS Acknowledgement**

The Institute of Museum and Library Services (IMLS) requires public acknowledgement of the activities it supports. We have a logo and tag line that should be used in acknowledging our support. The guidelines for crediting IMLS are described below. You should use newspaper articles, op-ed pieces, radio interviews, and other media activities to extend the impact of your effort; our support should be mentioned in media activities related to your award. If you have any questions regarding the forms of acknowledgment, contact the Office of Communications and Government Affairs at 202-653-4757.

### **Publicity Campaigns**

Please notify the Office of Communications and Government Affairs of media and outreach efforts involving activities supported by our awards. If you have questions, please contact our office to discuss proper acknowledgment of funding. We are always happy to receive samples of publications, advertisements, press kits, and press releases created as part of this outreach.

### **Use of the IMLS Logo**

IMLS logos are available at [www.ims.gov/recipients/logos.aspx](http://www.ims.gov/recipients/logos.aspx). The logo may be used in a variety of ways: on websites, multimedia materials, annual reports, newsletters, posters, news releases and press kits, educational materials, signage, banners, invitations to events, and even on your stationery. The logo should be legible and no smaller than 1.75" wide. Please review the Logo Standards Guide before using the logo.

### Sample Tag Line

The following acknowledgment may be used with or without the logo:

The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. Through grant making, policy development, and research, IMLS helps communities and individuals thrive through broad public access to knowledge, cultural heritage, and lifelong learning.

### Guidelines for Activities Supported by Your Grant

- **PUBLIC EVENTS:** At programs or public gatherings related to your award, acknowledge IMLS in remarks and in press materials; display the logo on signage.
- **PRINTED MATERIALS:** Acknowledge us as follows: "This project is made possible by a grant from the U.S. Institute of Museum and Library Services." For posters, use a size that makes the words "Institute of Museum and Library Services" legible from a distance.
- **WEBSITES:** Acknowledge us on your website.

### Submitting Photos

We encourage you to submit images of your community's involvement with your institution. The images (color photographs, slides, or digital images at 300 dpi or higher) may be included in our publications and on our website.

Please complete and submit the photo release form ([www.imls.gov/assets/1/AssetManager/IMLS\\_Photo\\_Release.pdf](http://www.imls.gov/assets/1/AssetManager/IMLS_Photo_Release.pdf)) along with the images (including captions and credits) by mail or email to:

Ellen Arnold Losey  
Senior Graphic Designer and Webmaster  
Institute of Museum and Library Services  
1800 M Street, NW, 9th Floor  
Washington, DC 20036-5802  
[earnold-losey@imls.gov](mailto:earnold-losey@imls.gov)

### Share Your Project with IMLS

Think of IMLS as a partner in publicizing your grant project. Here's some information on ways in which we can help you get the word out. Keep us in the loop as your grant project moves forward. We'd like to know if you produce a publication, create a website, or hold an event as part of your grant activities. Keeping informed about our grantees allows us to select institutions and events to highlight on our website and elsewhere to help you spread the word about your grant. Here are some of the ways in which we can help.

### Congressional Announcement

We will contact your federal representatives and senators to provide advance notice of the award. If you have questions about IMLS and Congress, contact Carla Wilson at [cwilson@imls.gov](mailto:cwilson@imls.gov).

### Public Announcement

On the same day we notify you that you've been awarded a grant—three days after the congressional announcement—we put out a press release and post information about your grant on our website.

## Project Profiles

Each month, we select a past grantee and write a feature story about its grant project for our website. These stories are prominently positioned on our homepage and featured in our monthly e-newsletter, Primary Source.

The Project Profiles are broken out into sections that help illustrate the impact of grant projects:

- **Need:** Identifies a specific need in the grantee institution or its community
- **Goals:** Identifies the grant project's goals, and describes how the project will meet the need established above
- **Strategy:** Clarifies the grantee institution's strategies and tactics for executing the project
- **Community Change:** Outlines the results that the project is producing, and how they impact the grantee's community
- **Resources:** Links to resources that the project has generated, such as project plans, presentations, or publications

Project Profiles also feature a link to the grantee's website, a photo of the project in action, and the institution's contact information. If you would like to be considered for a profile, contact Mamie Bittner at [mbittner@imls.gov](mailto:mbittner@imls.gov).

## Primary Source

Our e-newsletter, Primary Source, is delivered to more than 10,000 museum and library professionals each month. In addition to highlighting the grantee institution selected for that month's Project Profile, each Primary Source newsletter includes "IMLS on the Road," a list of upcoming dates and times where you can hear speeches or see presentations about our grant projects and other Institute activities.

## UpNext Blog

The IMLS UpNext blog supports conversations about lessons learned and what works in library and museum service, including knowledge sharing, best practices, and thought leadership. We encourage you to submit blog posts about your project. To ensure the highest possible editorial quality, blog post submissions must maintain a conversational editorial tone and adhere to the IMLS Commenting and Posting Policy ([www.imls.gov/news/imls\\_commenting\\_policy.aspx](http://www.imls.gov/news/imls_commenting_policy.aspx)) to be considered for posting. View our guest blogger guidelines and authorization at [www.imls.gov/assets/1/AssetManager/Blog\\_Contributor.pdf](http://www.imls.gov/assets/1/AssetManager/Blog_Contributor.pdf).

We encourage you to include a photo or other media content with your post. Please provide captions and photo credit. Please be sure to review the "Media Content Submission" section of the IMLS Blog Contributor Authorization and Release before signing.

Please submit your final draft to Mamie Bittner at [mbittner@imls.gov](mailto:mbittner@imls.gov), together with a signed IMLS Blog Contributor Authorization and Release. Include a one- to two-sentence summary for the IMLS website.

## Twitter

Let us know when you tweet about your award, and be sure to include [@US\\_IMLS](https://twitter.com/US_IMLS) in your tweet so we can re-tweet the news to our followers.

### **YouTube Channel**

If you have created a video about your IMLS-funded project and have posted it on YouTube, we can link your video post to our IMLS YouTube Channel.

If you would like to learn more about how your institution can take advantage of these opportunities, call our Office of Communications and Government Affairs at (202) 653-4757.

### **Fast Facts about Our Programs**

Visit [www.imls.gov/recipients/fast\\_fact\\_sheets.aspx](http://www.imls.gov/recipients/fast_fact_sheets.aspx) for Fast Fact Sheets for each IMLS grant program, which will be updated throughout the year as grant recipients are announced in each program.