## Development grant – press release template

This template can be used to create a press release for your project. The highlighted sections explain what information should be put in each section and examples are included. Text in brackets should be replaced with your own relevant information. The highlighted text, text in blue and examples can be deleted once your press release has been completed.

Once it is completed send it to your Investment Manager, Marketing and Communications Manager and the Heritage Fund’s Press Office who will arrange sign off and add a quote if required.

## Logos

Insert your organisation’s logo alongside The National Lottery Heritage Fund logo at the top of the page. **Once you have added your organisation’s logo you can delete this text.**

## Embargo

If you would like the story to be published after a particular date you could include an embargo date and time so the story isn’t printed early. **Once you’ve done this you can delete this text.**

Embargoed until (time) on (date)

## Title

The title should tell the story in a few words and highlight the key aim of the project. **Once you’ve added a title you can delete this text.**

**(Project name or name of organisation) gains support from The National Lottery Heritage Fund for plans to (save / protect / share) (heritage asset / site / subject)**

***Example: Butterfly Conservation gains support from The National Lottery Heritage Fund for plans to save moths at risk of extinction***

## Main text

The first two paragraphs should include key information about the grant, including the development funding and the potential full funding amount, who has received it and the main aim of your project. **Once you’ve added your first paragraph you can delete this text.**

(Name of organisation) has received initial support\* from The National Lottery Heritage Fund for the (name of project), it was announced today. Made possible by National Lottery players, the project aims to (main aims of project).

Development funding of (development funding amount) has been awarded by The National Lottery Heritage Fund to help (name of organisation) progress their plans to apply for a full National Lottery grant of (full grant amount) at a later date.

*Example: Butterfly Conservation has received initial support\* from The National Lottery Heritage Fund for its Magnificent Moths project, it was announced today. Made possible by National Lottery players, the project aims to save eight species of moth at risk of extinction.*

*Development funding of £22,000 has been awarded by The National Lottery Heritage Fund to help (name of organisation) progress their plans to apply for a full National Lottery grant of £229,000 at a later date.*

Add some information about the significance of the heritage your project includes – why is this place / building / story / species so important and why does this project need to happen? **Once you’ve added more information you can delete this text.**

(Heritage asset / place / subject) is the (oldest XX / one of the last remaining XX / a complete record of XX) and without this funding from The National Lottery Heritage Fund (it would remain inaccessible / it could be lost forever / it’s stories would remain unheard).

*Example: Kent is home to* *more rare and threatened moth species than anywhere else in the UK but without this funding from The National Lottery Heritage Fund some of those species could be lost forever.*

Add some further information about your project and what the funding will achieve. Where possible, please try to explain how your project achieves each of our four key investment principles: saving heritage; protecting the environment; inclusion, access and participation; organisational sustainability. **Once you’ve added more information you can delete this text.**

*Example: The National Lottery funded project will enable extensive conservation work to take place across the county, restoring vital habitats and helping species to breed and thrive once again.*

*Volunteers, local groups and schools will be able to take part in the project through events and training opportunities, allowing even more people to enjoy and play a part in Kent’s natural heritage.*

*In the long-term, the project will build the skills of Butterfly Conservation’s volunteers, strengthen the network of groups and organisations working together for the benefit of nature and raise public awareness of the importance of looking after our natural world.*

If applicable you could include a call to action for your readers: a website to visit, an event to attend or a milestone to look out for. **Once you’ve added more information you can delete this text.**

*Example: Butterfly Conservation will be running events throughout the project, visit the website to find one near you.*

## Quotes

Add a quote from your organisation: keep it short, in natural speech and enthusiastic. Aim to create a ‘sound bite’ the media will want to use. Don’t forget to thank National Lottery players. **Once you’ve added your quote you can delete this text.**

(Name and role of spokesperson) from (organisation name) said: “We are thrilled to have received this initial support from The National Lottery Heritage Fund. Thanks to money raised by National Lottery players we can now develop our plans to (key aim of project)

*Example: (XX) from Butterfly Conservation said: “We are thrilled to have received this initial support from The National Lottery Heritage Fund. Thanks to money raised by National Lottery players we can now develop our plans for vital conservation work and community outreach to ensure a brighter future for Kent’s magnificent moths.”*

## Notes to editors

Add your notes to editors and include the notes to editors (as below) for The National Lottery Heritage Fund. Please include your details in the brackets of the Heritage Fund notes to editors **Once you’ve added your details you can delete this text.**

## About (name of your organisation)

(Insert information about your organisation)

## About The National Lottery Heritage Fund

\* National Lottery Heritage Fund grant applications over £250,000 are assessed in two rounds. (name of project) has initially been granted round one development funding of (£x) by The National Lottery Heritage Fund, allowing it to progress with its plans. Detailed proposals are then considered by The National Lottery Heritage Fund at second round, where a final decision is made on the full funding award of (£x)

As the largest dedicated funder of the UK’s heritage, The National Lottery Heritage Fund’s vision is for heritage to be valued, cared for and sustained for everyone, now and in the future as set out in our strategic plan, [Heritage 2033](https://protect-eu.mimecast.com/s/c-cpCpQXuppjVNIPtQd7?domain=heritagefund.org.uk).

Over the next ten years, we aim to invest £3.6billion raised for good causes by National Lottery players to bring about benefits for people, places and the natural environment.

We help protect, transform and share the things from the past that people care about, from popular museums and historic places, our natural environment and fragile species, to the languages and cultural traditions that celebrate who we are.

We are passionate about heritage and committed to driving innovation and collaboration to make a positive difference to people’s lives today, while leaving a lasting legacy for future generations to enjoy.

Follow @HeritageFundUK on [Twitter](https://protect-eu.mimecast.com/s/5w90CqYMTJJpEPTXILZp?domain=twitter.com), [Facebook](https://protect-eu.mimecast.com/s/b0dECrRMt445k0s4fY8N?domain=facebook.com) and [Instagram](https://protect-eu.mimecast.com/s/eOHSCvo9srrDYjuAv_5t?domain=instagram.com/) and use #NationalLotteryHeritageFund  [www.heritagefund.org.uk](http://www.heritagefund.org.uk )

## Further information

Add contact details which media can use for further information. **Once you’ve added your detail you can delete this text.**

**Further information**

For further information, images and interviews please contact (name of contact) at (organisation) on (telephone number and email address).