



2024-2025 Grants: Recognize TVC

Grant Starts July 1st
Recognize Your Grant



This Webinar Will Cover

- Communications Overview
- Web and Print Branding
- Press Releases
- Tour of Texas
- Keys to Success
- Questions





Communications Overview

**Fund for Veteran Assistance Communications
Coordinator**



Know Your Communications Coordinator

What can the FVA Comms Coordinator do for you?

- Full time member of FVA and coordinate with the Communications and Outreach Team at TVC
- Here to support all FVA Communications
 - Emails from FVA to Grantees
 - The TVC Grants website pages
 - The Grant-Funded Services Directory & Grantee Recourses
 - Any publication and press related TVC & Grantee requests
 - Grantee stories for outreach and good news
 - Social media outreach coordination





Website and Print Branding

Recognizing your TVC Grant

TVC Recognition Tools



How to Recognize Your Grant

Awarded Applicants (Awardee(s)/Grantee(s)) must include the following information on the Awarded Applicant's website and on all Grant Project-related materials, brochures, flyers, and forms:

1. Texas Veterans Commission website URL (www.tvc.texas.gov);
2. Fund for Veterans' Assistance (FVA) logo;
3. The following statement:

This program is supported by a grant from the Texas Veterans Commission Fund for Veterans' Assistance. The Fund for Veterans' Assistance provides grants to organizations serving veterans and their families. For more information, visit www.tvc.texas.gov.

Awardees/Grantees must mention TVC in all TV and radio announcements and interviews dealing with FVA grant projects.

Download FVA Logo(s)



<https://tvc.texas.gov/grants/grantees/>



TVC Recognition Example

Texas Veterans Commission Recognition. Awarded Applicant must include the following information on the Awarded Applicant website and on all Grant-Funded project-related materials, brochures, flyers, and forms:



This program is supported by a grant from the Texas Veterans Commission *Fund for Veterans' Assistance*. The *Fund for Veterans' Assistance* provides grants to organizations serving veterans and their families. For more information, visit www.TVC.Texas.gov.

Keep all 3 together: Verbiage, Logo, and Link

<https://tvc.texas.gov/grants/grantees/>



TVC Logo Use

The Logo dimensions are very specific, please use it correctly.



Good



Unacceptable



TVC Logo Dimensions

Round logo vs. Rectangle logo

Logos may be used depending upon space and design considerations. Please contact Elaine Zavala, if a vector file is needed for large printing projects.

FVA logo, Round [JPEG, 245KB]

Color, 1456 x 1455 pixels

FVA logo, Round [PNG, 130KB]

Color w/out white background, 1456 x 1455 pixels

FVA logo, Rectangle [JPEG, 43.1KB]

Color, 1500 x 212 pixels

Maximum Size

Please do not scale logos larger than 100%. If you will be creating an oversized banner or billboard etc., please request a vector file to preserve image quality.

Logo Color

We have carefully selected the colors in which the FVA logo can be reproduced. These should not be ignored or deviated from.

Logo Misuse

Please do not redraw or alter our logo. Do not stretch or cut it up (crop it) to fit into a small space. For example, if dropping a logo into a Word document, please resize it by clicking on and dragging the corners and not the sides of the logo box.



<https://tvc.texas.gov/grants/grantees/>



Press Releases

Best Practices



Let's work together!

Best Practices:

- It is always our preference to review any press release that mentions TVC and/or your TVC FVA grant
- Use the provided language from the website
- It is not required to use the TVC Logo every time a press release mentions your grant
- If you want a quote from TVC please request one through us
- We DO want all published Press Releases regardless



Basics of Writing a Press Release

Answer the Five "W's" and 1 "H": Provide the Who, What, When, Where & Why and How in the first paragraph.

Include a Contact Name: Provide a name, phone number and email address at the top of your release of someone the media can contact for additional information.

Make it Newsworthy, Short, & Simple: Let readers know why the subject of your release would interest them in one to two pages – tops.

Include a Quote: Insert a quote from the head of your organization or program coordinator.

Include a "Boilerplate" at the End of Each Release: A boilerplate is a one-paragraph description of your organization, including your overall mission, the area you serve, and your contact information.

Read and Edit Before You Send: Check for misspellings and any missing information.





Tour of Texas

Big Check Presentations

Tour of Texas – Big Check Presentations

- TVC Leadership will travel throughout the state in August-September to present grantees with big checks in regional media events
- Food for thought:
 - Will you participate in these local events?
 - Who will accept the check?
 - What is your plan for alerting the local community & media that your organization received a TVC grant for 2024-2025?



Tour of Texas – Big Check Presentations

- Once TVC Leadership approves the plan, Comms will reach out to Grantees to request volunteers for “Region Hosts”
- TVC will schedule Grantees in eight preliminary Regions
 - West – El Paso
 - South – Harlingen and/or McAllen
 - Alamo – San Antonio
 - Central – Austin
 - East – Tyler or Longview
 - North – Fort Worth/Dallas (2 presentations)
 - Panhandle – Lubbock or Amarillo
 - Gulf Coast – Houston



Tour of Texas – Big Check Presentations

- Region Hosts will work with Comms on all event details
- Hosts Provides/Supports:
 - Optional: Host provides guest speaker to introduce the Commissioner
 - Podium, microphone, sign in table
 - Venue available 1 hour prior to event for set up with FVA
- FVA Communications Coordinator Provides/Supports:
 - TVC Commissioner/ TVC Attendees information and coordination
 - TVC FVA signage and Big Checks
 - Manage Region Grantee RSVPs
 - Manage Sign-in table
 - Scripts and Order of Events, check presentation
 - Support Grantee Media requests post-event





Keys to Success

When to reach out



Keys to Success

- By accepting your grant from TVC you made a commitment to acknowledge our support publicly as stated in the Request for Applications (RFA)
- *Send all press releases, newsletter articles, e-blasts, brochures or any other promotional materials to the FVA Comms Coordinator for review*
- Use the provided Official Language, if you have space constraints, we can provide a shorter alternative
- Interviews can be coordinated with TVC FVA, but it is not required



Keys to Success

- Photos:
 - Ensure your organization has cleared all images before they are sent to TVC
 - Use photos to show the difference your grant supported services make
 - Ensure to send the 4 Ws with every image
- We are looking for:
 - Clear well-lit pictures
 - Event photos for funded training/classes/program outreach
 - Portrait pictures of Veterans or family members
 - Diverse Veterans and family groups
 - “Before”, “During”, and “After” images for Housing 4 Texas Heroes Grants



Keys to Success

- Don't forget to include us in your Social Media
 - TVC is on Facebook, X (Twitter), Instagram, and LinkedIn
- Compliance & Monitoring
 - The Compliance Team will include recognition in their visit with you
- If you need help or have any questions about where you should include the logo or our language, please reach out to me for advice ahead of time

JoAnna Orozco, Communications Coordinator

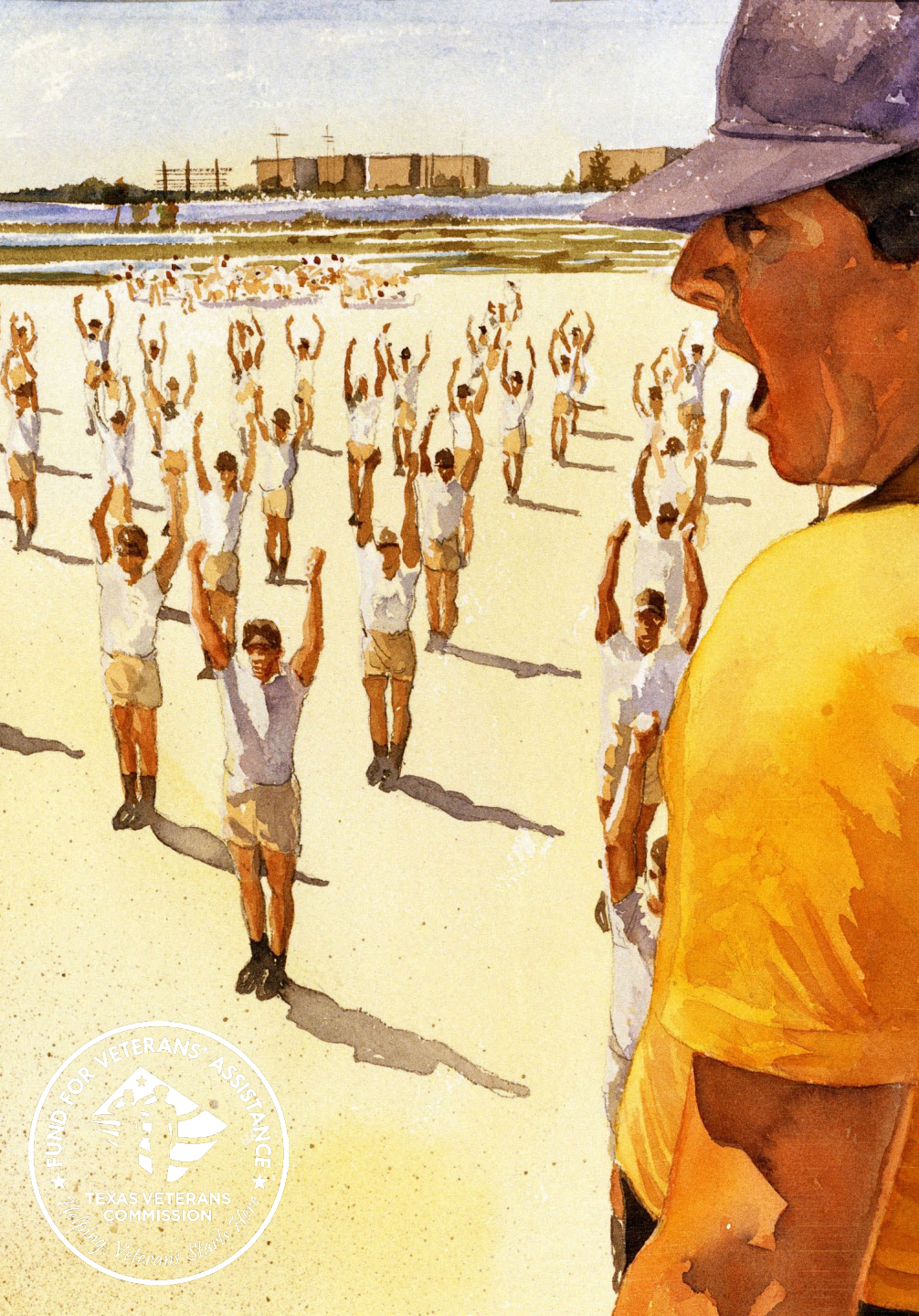


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Questions

Submit your questions in the Q & A section

