



Fund for Veterans' Assistance

Helping Veterans Starts Here

“Tour of Texas” Media toolkit

Introduction: Starting in September, Texas Veterans Commission will be traveling to a town near you for the Fund for Veteran’s Assistance “Tour of Texas,” also known as our big check tour. We want you to spread the word—this will help veterans learn you are offering services in their area.

1. **Social media:** Please post! You can do a preview post, and a post-event post
 - a. Hashtags help amplify the messaging. These are our suggested hashtags we will also be using during the events:
#TexasVeterans #TourofTexas #Grants4Veterans #FundforVeteransAssistance
 - b. Tag us so we can share!
 - i. Facebook @texasveteranscommission
 - ii. X (Twitter) @TexasVeterans
 - iii. Instagram is @txveteranscommission
 - iv. LinkedIn @Texas Veterans Commission
 - c. Please send us your username so we can tag you! Email them to: comm@tvc.texas.gov and grants@tvc.texas.gov
 - d. Potential post example
 - i. #TexasVeterans, we are here to serve you in the _____ area. The @Texas Veterans Commission awarded us with \$xx which will go towards providing xx services to veterans. (another sentence about your specific services)

#YourName #Location #TourofTexas #Grants4Veterans #FundforVeteransAssistance
2. **Press release and media advisory**
 - a. TVC will be sending a media advisory to television, print, radio media for each stop in the Tour of Texas.
 - b. The Office of the Governor will be sending a press release after each event, listing the grantees.
3. **Media coverage**
 - a. If you have a particular story to share with news media, please let us know. We will share that with them—which could encourage their attendance. Additionally, we’ll have our communications staff record an interview at the location.
4. **Grant Recognition**
 - a. For more information on how to recognize your grant, please visit: <https://tvc.texas.gov/grants/grantees/>
5. **Questions?** Contact us: comm@tvc.texas.gov and grants@tvc.texas.gov