



Communications guidance for Froebel Trust grant holders & partners

Froebel Trust and the organisations and researchers it funds are partners motivated by a common aim – to celebrate, share and promote a Froebelian approach to early childhood education.

As a condition of our grants we require an acknowledgement of our funding - it helps to show what the Froebel Trust does and where the charity's budget is spent.

We ask that all the public facing activities, connected to the project, clearly features our "Funded by Froebel Trust" logo and where appropriate a link to our website is included: froebel.org.uk

This is the logo used to acknowledge that your project is receiving funding from the Froebel Trust:

Logo: The logo is available for use in .jpeg, .png or PDF formats. A white version of the logo is also available for use on colour backgrounds. Please email office@froebeltrust.org.uk to request logo files.



In print: The logo must never be smaller than 30mm in width to avoid becoming unrecognisable. It should also not be unnecessarily over-sized.

In a web/digital format: The logo must not appear smaller than 150px in width to avoid becoming unrecognisable. It should also not be unnecessarily over-sized.

- do not alter the colour of the branding
- do not amend the logo by altering the text
- do not distort or re-shape the branding

The logo should be displayed on all project assets, communications and events materials associated with the project.

Froebel Trust gives permission to grant holders to use its branding ('Funded by Froebel Trust' logo) on any communications materials, providing they are connected to the project that the Froebel Trust is funding.

Froebel Trust does not need to approve the use of its 'Funded by...' logo, providing all guidance in this document is adhered to.

However, any materials where Froebel Trust branding is featured must not be damaging to the reputation of Froebel Trust. All materials where Froebel Trust branding is used must be in keeping with Froebel Trust's priorities and principles. For example, we do not condone the use of our branding on material that is for commercial purposes or not in support of a Froebelian approach to early childhood education and care.

This is how we describe who we are and what the Froebel Trust does. Please use this copy when appropriate:

The Froebel Trust funds research into children's learning from birth to eight years and supports high quality early education. The charity's work is based on the principles of Friedrich Froebel, the inventor of kindergartens and a pioneer of early childhood education and care.

The Froebel Trust believes in the importance of play, learning through nature, practical hands-on learning and nurturing a child's connection to their community.

Find out more at froebel.org.uk

The Froebel Trust is a registered Charity No: 1145128 Registered as a Company limited by guarantee in England and Wales No: 07862112. Registered office at Clarence Lodge, Clarence Lane, Roehampton, London, SW15 5JW.

Communications guidance

Targeted and well-thought outreach activities and project evaluation are crucial if you want to boost the impact of your project, during the project and after it ends. You may want to consider:

- A project website – with a blog/ regular project updates
- Print materials – letters, reports, brochures, signs, banners
- Photography & videos
- Presentations/ conferences
- Emails (signatures)
- Social media content
- Stakeholder/ community engagement – events, conferences and meetings

Grant holders are permitted to create social media accounts for their project. We ask that social media accounts acknowledge the Froebel Trust's funding in their bio. For example, by tagging the Froebel Trust twitter account (@FroebelTrust) in a twitter bio.

We encourage you to engage with and re-share Froebel Trust content on your own channels to help amplify the work of the Froebel Trust. Tag us in your posts about your project and we may be able to re-share and amplify too.

Canva and Lumen5 are useful free apps for creating visual social media content.

Written content:

Please have a look at our [Froebel Trust Style Guide](#) which may be helpful for you when creating any written content. Make sure you write content which is right for your target audience. Keeping wording short, snappy and engaging.

Put your most important information at the top of the content, within the title and the first couple of sentences. This will grab the attention of the reader and encourage them to read more. It is the opposite principle to writing a long paper or an essay, where you introduce your ideas and then finish on a conclusion.

Include quotes, case studies and testimonials from stakeholders where you can.

Stay in touch: Sharing news and learning with the Froebel Trust

We welcome and encourage you to send us news, results and key learning from your projects. These are some example of the sort of material we would like to see:

- case studies, personal stories or profiles - a member of staff/ a family/ a child (250 to 500 words)
- 'before and after' photo stories
- stories of training and the resulting change in practice (approx. 250 words)
- reports from community engagement events
- research/ survey results
- Videos are an excellent way to document your project and bring it to life. Whether you are filming beneficiaries talking about their experiences, staff describing your project or just general project activities.

Please send your materials to our Grants Programme Manager victoria@froebeltrust.org.uk

Please note: If you send these materials to us you are agreeing to be profiled in Froebel Trust publications and our website - and potentially featured on Froebel Trust social media channels.

Project Progress reports (as required by and detailed in the Deed of Grant) are for internal use only and will not be shared publicly.

Please forward copies of your press releases and/or media coverage related to your Froebel Trust funded project to our Communications Officer e: flora@froebeltrust.org.uk. We will always do what we can to further promote your project through our network.

Photography & video

Make sure to get all necessary permissions – we have supplied a sample [Froebel Trust Agreement \(for sharing and use of images\)](#) and a sample [Agreement for gaining permission from parents and carers](#).

Always adhere to the [Froebel Trust Photography and Film Policy](#).

Photos:

You do not need to hire a professional photographer to get good photos of your project, staff or beneficiaries. Smartphones and basic cameras can produce excellent photography.

We have put together a few tips that we hope will help you to produce beautiful, strong images:

- Capture natural, un-posed images
- Capture action (Not just movement – take photos of your project in progress, to convey the work of your organisation)
- Tell a story
- Landscape format is best for use on websites and most social media.

Try to keep light (whether it is the sun, a lamp or light from a window) behind the person taking the photo or video, not behind the subject. Be wary of having light to the side of the subject too, as that can make a photo or video over-exposed.

Photos for use online can be low res, approx. 72dpi – 150 dpi (500KB - 1MB)

Photos for use in print need to be higher res – over 400 dpi (3.5MB or more)

Video:

Smartphones have excellent video quality and let you take videos wherever you are. As with photographs, videos are best filmed in landscape format.

If your video involves an interview with a subject, there are some things to consider. Interviewees who are standing up will always speak in a more engaging way and with more energy than people sitting down, and they should be filmed a bit off-centre within the frame of the video.

Think about what is going on in the background of your video – if you can show context and interest in the background, it will make a more interesting video than one filmed in front of a plain wall or in an office. But too much activity in the background can be distracting for the viewer.

The person should be no more than 1.5 metres away from the phone if filming outside.

The person should be no more than 2 metres away from the phone if filming inside.

To improve sound quality when making videos or doing interviews using a smartphone you may want to use a microphone which can be used with a smartphone: iRig Mic Lav is a good one to try.

Best editing apps for simple videos on smartphones: KineMaster/ iMovie (Apple)/ Filmora

Communications queries:

If you have any queries regarding promoting your project, contact the Froebel Trust Communications Officer flora@froebeltrust.org.uk

Key documents to be used along with this guidance:

Froebel Trust Style Guide

Froebel Trust Photography and Film Policy

Froebel Trust Agreement (for sharing and use of images)

Agreement for gaining permission from parents and carers.