COMMUNICATIONS HANDBOOK
for grant holders

UK AID BRANDING | SHARING YOUR NEWS | TEMPLATES AND TIPS

MANNION DANIELS | FUND MANAGER FOR UK AID DIRECT | MAY 2018 | V1.1

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You have been awarded a grant through UK Aid Direct. UK Aid Direct is a challenge fund managed by MannionDaniels and funded by the UK government’s Department for International Development (DFID).

We ask you to send any communications materials or queries through to the UK Aid Direct communications team in the first instance: UKAidDirectcomms@manniondaniels.com

The UK Aid Direct communications team works closely with DFID comms, regularly providing stories, updates and learning materials for the DFID communications channels. However, you may receive communications enquiries directly from either UK Aid Direct and DFID.

What does the DFID Communications Division focus on?
The DFID Communications Division demonstrates to the UK taxpayer how money is being spent on development. They share stories from those working in development and of the results of the projects. They work in a media-facing environment, responding to queries from journalists, stakeholders and the public. They also communicate in countries where projects are based.

These are the logos they use:

![DFID Logo]

![UK Aid Direct Logo]

What does the UK Aid Direct communications team focus on?
The UK Aid Direct communications team communicate with potential and current grant holders. They focus on developing materials to support potential grant holders through the development of successful applications and grant holders throughout the life cycle of their projects. This includes developing detailed guidance materials, supporting webinars, news and updates, learning materials, direct mails, and maintaining SMILE - UK Aid Direct’s online grant management system. The team use various channels to communicate. All materials are housed on www.UKAidDirect.org and communicated more widely through the UK Aid Direct Twitter and LinkedIn pages.
Branding essentials
It is a requirement for all projects in receipt of UK Aid Direct funding to acknowledge the funding from the UK government in all written materials and verbal statements. Please refer to the visibility statement of your grant agreement for an overview of where you need to include acknowledgement.

Using the logos helps to show that your project is receiving funding from UK tax-payers, what DFID does, and where the UK development budget is spent.

Please ensure you always use one of the approved UK aid logos. See below for examples.

The logos can be downloaded from here: together with guidance on how the logos should be used.

Here are some examples of UK aid branding in the field:

When to use the UK aid logo

✓ Infrastructure e.g. bridges, buildings, wells,
✓ Educational materials e.g. public health leaflets
✓ Shipments and goods e.g. blankets, tents
✓ Signs at distribution points
✓ Small packets e.g. medical supplies, malaria nets
✓ Staff clothing, if part of effective programme delivery e.g. uniforms for outreach staff
✓ Communications or events associated with the programme e.g. annual reports, press releases, speeches / lectures, video content, websites

**When not to use the UK aid logo**

✗ Partners’ everyday stationary, incl. business cards
✗ An organisation’s offices and office equipment
✗ Vehicles not exclusively used for DFID projects
✗ Staff clothing, unless for programme delivery
✗ Small goods e.g. pens, mugs, toothbrushes, etc
✗ School books / bags
✗ Clothing for beneficiaries

**Exceptions to using the UK aid logo**

If there is risk to:
- safety and security; loss of individual or organisational dignity
- effective delivery of humanitarian aid
- programme independence / credibility

Or:
- if the number of donors is too large for effective co-branding
- there is a special agreement in place with a specific organisation e.g. ICRC have a rule that they do not brand any assistance

In all cases:
- suppliers must agree exceptions with their DFID programme manager and complete a visibility statement to this effect
- exceptions must then be approved by the relevant DFID head(s) of office / Head of Department of the team in whose portfolio the programme sits, and keep a record of this approval e.g. an email

**When to acknowledge UK aid**

In addition to using the UK aid logo as described previously, grant holders should also acknowledge funding from the UK government in any interviews, press releases, public statements, social media, and public communications.
For example, DFID expect - as a minimum - the following statement to be included in communications activity: ‘This project was funded with UK aid from the UK government’ or ‘This project was funded with UK aid from the British people’ or some appropriate, agreed variation.

**Branding rules and permissions**

Neither UK Aid Direct or DFID need to approve the use of its branding, providing all guidance in this document is adhered to. However, any materials where the branding is featured must not be damaging to the reputation of UK Aid Direct or DFID.

All materials where the branding is used must be in keeping with UK Aid Direct priorities. For example, we do not condone the use of the branding on material that is not in support of DFID’s wider strategic objectives. For more information on UK Aid Direct priorities, visit [UK Aid Direct website](#): [UK Aid Direct website]

**UK Aid Direct name**

The name UK Aid Direct is a statement of intent to explain the core vision of the fund. You will need to write about the fund in reports and communications and we ask you to follow a few simple rules:

UK Aid Direct must **always** appear as 3 written words. It should not be abbreviated, objectified or written as one word.

<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK Aid Direct</td>
<td>UKAIDDIRECT</td>
</tr>
<tr>
<td></td>
<td>Common mistakes:</td>
</tr>
<tr>
<td></td>
<td>1. hyphenation: UK-Aid-Direct</td>
</tr>
<tr>
<td></td>
<td>2. acronyms, e.g. UKAD, UK Aid D etc.</td>
</tr>
<tr>
<td></td>
<td>3. abbreviation, e.g. ‘UK Aid’</td>
</tr>
</tbody>
</table>

**Communications queries**

For full guidance on using the UK aid branding and to obtain the UK aid logo, visit the [gov.uk](#) website. If you have any queries regarding communications, you can also contact [UK Aid Direct](#) on [UKAidDirectcomms@manniondaniels.com](mailto:UKAidDirectcomms@manniondaniels.com)
Announcing and promoting your grant award

When to do it
Please wait until after:
- the formal announcement from DFID has been made. We will inform you as soon as this announcement has been made
- your grant agreement has been signed

Ideas on how you could promote your grant award
1. consider the audiences you would like to reach
2. think about how they like to receive information

Possible approaches could include
- direct email
- news piece on your website / partner websites
- news piece in newsletter
- traditional media activity (sending out a press release)
- events
- social media

General rules
1. include a line on why your UK Aid Direct grant project is important and the impact you will make on the lives of your beneficiaries
2. try to include an image in any communications
3. include the UK aid logo - when you use the logo, please adhere to DFID’s brand guidelines: download full guidelines here
4. acknowledge the funding is from the UK government - for example ‘this project was funded with UK aid from the UK government’

Press release
Distribution plan
Before you write a press release about your grant, decide exactly who your audience is and keep them in mind when you write it.
A sample press release template can be viewed here:

SAMPLE PRESS RELEASE

PRESS RELEASE (always clearly state it is a press release in your opening header)

DATE

TITLE (sum up your overall message in under 15 words)

DESCRIPTION: Xxxx, has been awarded a grant from UK Aid Direct, DFID’s challenge fund supporting civil society organisations to achieve sustained poverty reduction. (Your first sentence should sum up your entire story - ideally in under 25 words.)

Further content ideas:
- include a sentence on your organisation
- then a sentence on the project you will implement with the grant and why it is important
- also include a sentence on the impact you will make with the grant / the difference to the lives of your beneficiaries / how many beneficiaries you plan to reach
- direct people to your website for further information on your work (don’t forget the link)
- don’t forget to acknowledge DFID at some point during the release, using a line such as ‘This project will be funded with UK aid from the UK government’ or ‘This project is funded with UK aid from the British people’
- include a NOTES TO EDITORS: (you should include some background details on UK Aid Direct)

For example:

‘UK Aid Direct is a £150 million challenge fund designed to support the UK’s commitments to achieving the Global Goals.

UK Aid Direct grants are for UK and international civil society organisations working to reduce poverty overseas and there are 5 grant types currently available:
- Impact grants for between £250,001 and £4m
- Community Partnership for up to £250,000
- Small Charities Challenge Fund for up to £50,000
- Jo Cox Memorial Strengthening grants for between £50,000 and £100,000
- Jo Cox Memorial Network grants for between £100,001 and £1,000,000

- include ENDS at the bottom of your press release
- include ‘FOR FURTHER INFORMATION OR IMAGES CONTACT:
- include Name, title, telephone number, email address [Ensure you include your contact details]
- attach an image (include a caption for the image and any required acknowledgements for the photographer)
Press contacts and handling
The UK Aid Direct communications team can provide grant holders with domestic press contacts if requested. The UK Aid Direct communications team is very happy to review your press release in advance: we can check the messaging and can look to amplify your reach.

Don’t forget to send the press release to all your partners and stakeholders and remember to refer back to the general rules prior to sending out your press release. Remember, your local MP wants to hear about

Your local MP
We recommend that you write to your local MP to announce your award. Invite them to project-related events where appropriate, follow them on social media and tag them with updates.

Also, keep them informed of your projects’ progress.

Using social media to promote your announcement
- follow UK Aid Direct and DFID on Twitter and Facebook before making your announcement
- tag us in your posts @UKAidDirect and @DFID_UK (or the relevant DFID page i.e. DFID_Inclusive, DFID_gender etc.)
- use relevant hashtags to join wider conversations - #UKaid, #UKAidDirect, #LeaveNoOneBehind #SCCF
- use an image, infographic or short film and always include an action to encourage engagement – i.e. ‘Find our more here, Watch now, visit…..’
- include #AidWorks when communicating the impact of your programmes on social media

Communications queries
If you have any queries regarding announcing and promoting your grant award, contact us at:
- UK Aid Direct: UKAidDirectcomms@manniondaniels.com
Sharing your news and learning

How the UK Aid Direct team share your news and stories
We want to share results, gain feedback on current practice, lessons learnt and best practice - to stimulate further thinking and dialogue for prospective applicants of the fund and existing grant holders.

We want to hear your stories and can share materials in 2 key areas on ukaiddirect.org:

**News:** The news page on the UK Aid Direct is often filled with updates on funding rounds, but it also a tool for communicating grant holder stories, news and results.
https://ukaiddirect.org/news/

**Learning:** The learning section is a space to share what the UK Aid Direct team is learning from managing the fund and what our grant holders are learning from implementing their UK Aid Direct supported projects – what has worked, what hasn’t worked, what approach they took, findings, best practice. It contains a selection of films, guidance materials, webinar recordings, case studies, and recommended reading located by project themes and functions.
https://ukaiddirect.org/learning

We will also share your results, stories, images and films on our **social media channels:** Twitter (@UKAidDirect) and Facebook (UK Aid Direct):
Sharing news with DFID

- please send news, results and key learning from your projects to the UK Aid Direct team. We will then share relevant materials with DFID in a structured way on a regular basis
- please do not send your materials directly to the DFID comms team. However, they may get in touch with you directly following our advice to do so.

To provide a steer on the sort of material we would like to see, and also for your more general use, we have developed case study and learning templates, which can be viewed within this communications handbook, as well as in the grant holder guidance section of UK Aid Direct: https://www.ukaiddirect.org/grant-holder/guidance/

Please note: the guidance for grant holders is not visible on the central navigation of the ukaiddirect.org website. We recommend that you bookmark this page for future reference.

Producing accessible, engaging communications
If you would rather not use the templates, please do consider the below tips:

- try to tell personal stories
- where possible, make the stories relatable
- try to use tangible examples to demonstrate the impact of your project
- don’t assume your audience has existing knowledge
- do include information on the lasting, sustainable impact of your project
- try to avoid covering broad issues – focus on one area and keep it simple

Where to send your stories and news to:
Materials should be sent to:
  - UKAidDirectcomms@manniondaniels.com

Please note: If you send these materials to us you are agreeing to be profiled on ukaiddirect.org and potentially featured on related social media channels, including those of DFID and MannionDaniels.
Case studies

Here is a template which we hope you will find useful to structure your ideas for case studies relating to your project. Before you start writing, have a think about the aim of your case study:

- who you would like to read it?
- what are the key message?

Sample case study template

<table>
<thead>
<tr>
<th></th>
<th>Organisation name</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Project title</td>
</tr>
<tr>
<td>3</td>
<td>UK Aid Direct grant type</td>
</tr>
<tr>
<td>4</td>
<td>Grant reference number</td>
</tr>
<tr>
<td>5</td>
<td>Start date / finish date</td>
</tr>
<tr>
<td>6</td>
<td>Country / area of operation</td>
</tr>
<tr>
<td>7</td>
<td>Number of beneficiaries met</td>
</tr>
<tr>
<td>8</td>
<td>Primary sector (e.g. education or disability etc.)</td>
</tr>
<tr>
<td>9</td>
<td>Primary Global Goal being addressed</td>
</tr>
<tr>
<td>10</td>
<td>Contact email address (&lt;this will not be made public&gt;)</td>
</tr>
</tbody>
</table>

Purpose

<p>| 11| What is the aim of your case study and why is it needed? |
|   | Who do you want to reach with your case study and why? |
|   | What action would you like them to take after reading your case study? |</p>
<table>
<thead>
<tr>
<th>12</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summarise your case study in 2-3 bullet points. It’s really useful to do this to clearly define your messages and story. Also, determine the scope of your case study and what methodologies you adopt to collect your data?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>12</th>
<th>What was the challenge / the main objective?</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the issue you are tackling? Why is it a problem? Why is it important to address this challenge?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>13</th>
<th>Who is involved in this project, and who benefits from it?</th>
</tr>
</thead>
<tbody>
<tr>
<td>E.g. Who are the key people the project is influencing? Is the project operated by a minority group? Who are the target beneficiaries? Who are the partners?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>14</th>
<th>Where does the project operate?</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>15</th>
<th>Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>What was your approach? How did you address the challenge(s)? Do you have an innovative solution? Do you have any recommendations / next steps?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16</th>
<th>Results / outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>What were the results? Describe the change that has been brought about so far. Are there any relevant statistics, law changes, important movements that have been brought about by the project? Is there quantifiable evidence available? Please include any supporting quotes or real-life stories that show the results / the change. For quotes, please note who is speaking and their relationship with the project.</td>
<td></td>
</tr>
</tbody>
</table>
### Permissions

This is an important section for you to complete. Please refer also to [UK Aid Direct’s child safeguarding and child protection in communication materials guidance note](#).

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>If photos of the grant holder or project have been shared with MannionDaniels, have all the subjects of the photos given their consent to be included in any learning / publicity material?</td>
</tr>
<tr>
<td>21</td>
<td>If photos of the grant holder or project have been shared with MannionDaniels, does the organisation leading the project give permission for photos to be used on MannionDaniels/UK Aid Direct /DFID website and social media channels?</td>
</tr>
<tr>
<td>22</td>
<td>If photos have been shared with MannionDaniels by the grant holder, are there any necessary photo credits? If so, please include the details below:</td>
</tr>
</tbody>
</table>
| 23 | Signature of grant holder to say that permission has been received to share the photographs ____________________________________________________________  
Name of grant holder in signature above ____________________________________________________________  
Date of signature above ____________________________________________________________ | Y/N |
Example of case study published on UKAidDirect.org
Please take time to look at the example case study we have published on the UKAidDirect.org website:

- Lepra: adaptive programming in reaching the unreached

Where to send your case study to:
Please return your completed case study template to
- your designated Performance and Risk Manager via email, and
- or email UKAidDirectComms@manniondaniels.com

Please note: If you send these materials to us you are agreeing to be profiled on ukaiddirect.org and potentially featured on related social media channels, including those of DFID and MannionDaniels.
Child safeguarding and child protection in communication materials: a guidance note

UK Aid Direct encourages grant holders to share media products that illustrate their project, key achievements, or specific learning points together, with their project reports and case studies.

Please refer to your internal child safeguarding policy when uploading/using media which includes children and young people.

As part of the UK Aid Direct policy, please ensure that you:

1. always consult first with the subject to ensure that it is ok to take pictures in the local context and that the intended use of the pictures does not conflict with UK Aid Direct policies
2. always ask permission of the child or young person (or in the case of young children, their parent or guardian) informing them of the specific purpose(s) and intended use (including how and where) and respect their decision to say no, making it clear that there will be absolutely no negative repercussions from denying such consent
3. ensure the images are respectful and do not impact negatively on their dignity and privacy
4. ensure that the use of the images does not put the child or young person at risk of being identified or located

Once you are happy with this, please complete a consent form for the person (or parent, in the case of a child), as well as a consent form for your project files. Example templates are provided below for your use:
Beneficiary consent forms for photography and filming

Completing consent forms
You probably have your own consent forms for photographs and filming but here are 2 example templates however, which could be used if you don’t already have one or want to update yours. You should keep these forms with your project files.

Child consent form:

Child’s name:
Age:
Parent/guardian’s name:
I hereby consent to XXXX (grant holder’s name) using images of my above named child caught in video recordings and/or photographs Y/N.
I also consent to them being used for marketing and publicity-related purposes to promote the XXX (project name) Y/N.
Date: _____________________
At ______________________________________ (insert location)

Adult consent form:

Name:
I hereby consent to XXXX (grant holder’s name) using my image caught in video recordings and/or photographs Y/N.
I also consent to them being used for marketing and publicity-related purposes to promote the XXX (project name) Y/N.
Date: _____________________
At ______________________________________ (insert location)
Signature:
### Photographic consent form for UK Aid Direct project files

We recommend you complete this form before sharing any photographs with the UK Aid Direct team.

<table>
<thead>
<tr>
<th>Question</th>
<th>Y / N</th>
</tr>
</thead>
<tbody>
<tr>
<td>If photos of the grant holder or project have been shared with MannionDaniels, have all the subjects of the photos given their consent to be included in any learning / publicity material?</td>
<td></td>
</tr>
<tr>
<td>If photos of the grant holder or project have been shared with MannionDaniels, does the organisation leading the project give permission for photos to be used on MannionDaniels/UK Aid Direct/DFID website and social media channels?</td>
<td></td>
</tr>
<tr>
<td>If photos have been shared with MannionDaniels by the grant holder, are there any necessary photo credits? If so, please include the details below:</td>
<td></td>
</tr>
<tr>
<td>Signature of grant holder to say that permission has been received to share the photographs______________________________________</td>
<td></td>
</tr>
<tr>
<td>Name of grant holder in signature above__________________________________</td>
<td></td>
</tr>
<tr>
<td>Date of signature above__________________________________________________</td>
<td></td>
</tr>
</tbody>
</table>

**What to do next?**

- email a completed consent form template to [UKAidDirectComms@manniondaniels.com](mailto:UKAidDirectComms@manniondaniels.com)
  along with your photographs
- we recommend you keep hold of all completed templates in your own files and ensure there is one that matches up with every image you supply the UK Aid Direct team.

We may ask to see these on a site visit at some point during the duration of your project.

**Questions around consent**

If you have any queries or concerns about consent, do contact your Performance and Risk Manager.
Film consent form for UK Aid Direct project files

We recommend you complete this form before sharing any film footage with the UK Aid Direct team.

| If film footage of the grant holder or project has been shared with MannionDaniels, have all the subjects of the footage given their consent to be included in any learning / publicity material? | Y / N |
| If film footage of the grant holder or project has been shared with MannionDaniels, do the organisation leading the project give permission for the film to be used on MannionDaniels/UK Aid Direct website and social media channels? | Y / N |
| If film footage has been shared with MannionDaniels by the grant holder, are there any necessary film credits? | Y / N If yes, please detail: |

Signature of grant holder to say that permission has been received to share the photographs______________________________________
Name of grant holder in signature above_________________________
Date of signature above_____________________________________

Y / N

What to do next?
- email a completed template to UKAidDirectComms@manniondaniels.com along with your film footage
- we recommend you keep hold of all completed templates in your own files and ensure there is one that matches up with every film you supply the UK Aid Direct team.

We may ask to see these on a site visit at some point during the duration of your project.

By sending in photos and films to UK Aid Direct you are agreeing for the materials to be used on ukaiddirect.org, .gov and potentially featured on the social media channels of UK Aid Direct, DFID and / or MannionDaniels.

Please note this does not apply to photographs or videos you have submitted to UK Aid Direct as part of your original application.
# UK Aid Direct learning template

Here is a template which we hope you will find useful to structure your ideas for sharing your learning from your project with the UK Aid Direct team.

Before you start writing, have a think about the following:

- What are your learning reflections, initiatives, or major work activity, and identify your learning points based on both experiences and results, achieved during implementation?
- What are your lessons learnt? What are your best practices?

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Organisation name</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Project title</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>UK Aid Direct grant type</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Grant reference number</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Start date / finish date</td>
<td>Start: Finish:</td>
</tr>
<tr>
<td>6</td>
<td>Country / area of operation</td>
<td></td>
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<tr>
<td>7</td>
<td>Number of beneficiaries met</td>
<td></td>
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<tr>
<td>8</td>
<td>Primary sector (e.g. education or disability etc.)</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Primary Global Goal being addressed</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Contact email address (this will not be made public)</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Document type: (e.g. a learning material on disability / lessons learned / best practices)</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Area of work (outcome area): e.g. partnership</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Document title: XXX</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Related links and resources: related studies, reports, evaluations, websites that may provide additional information</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Abstract: overall picture of the context, the lesson/lessons learned (positive or negative), why it is important and the value it adds</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Issue (background): describe the initial situation (context) and the problem/issue addressed by the project, initiative or work activity</td>
<td></td>
</tr>
<tr>
<td><strong>Strategy and implementation:</strong> describe the strategy used and how it was implemented. Strategies may include advocacy, participation, gender equity, ownership, capacity building, coordination and partnerships, monitoring and evaluation, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Progress and results:</strong> describe the progress and any verified results (using qualitative and/or qualitative evidence) in implementation</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lesson learned/ best practices:</strong> summarise the lesson(s) learned, the best practices, why it is important and the value it adds. Please try to include information both on what worked and what didn’t.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Potential future application:</strong> please describe in brief, the potential future application of the best practices and lesson learned. E.g. to programming, operations, or work activities beyond the original scope. What are the other issues that need to be considered?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Next steps:</strong> describe any planned next steps in implementation and highlight any changes in strategy due to progress or results to date</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Example of learning pieces shared on UKAidDirect.org
Please take time to look at learning pieces we have previously published on the UKAidDirect.org website. Do note that many of these learning pieces have been developed in collaboration with the grant holders following their completion and submission of learning templates. We don’t expect the final product.

For example:
• Y Care International: insights and lessons learn on project delivering sustainable livelihoods to young people in Liberia

Where to send your learning piece to:
Please return your completed learning template and any materials to
• your designated Performance and Risk Manager via email

Please note: If you send these materials to us you are agreeing for the information to be shared on ukaiddirect.org and potentially featured on related social media channels, including those of DFID and MannionDaniels.
Photography: a brief guide

You do not need to hire a professional photographer to capture good photos of your project, staff or beneficiaries.

Smartphones and basic cameras can produce excellent photography. We have therefore put together a few tips that we hope will help you to produce beautiful, strong images.

General Imagery

- aim to capture natural, un-posed images
- inspire with clear messages
- capture action
- tell a story
Photography tips: lighting

Try to keep light (whether it is the sun, a lamp or light from a window) behind the person taking the photo, not behind the subject. This is to prevent glare from the light source, which can make the person/people in the photo appear in shadow. Be wary of having light to the side of the subject too, as that can make a photo over-exposed.

Photography tips: content

Photos of people in action are effective as they tell a story. This does not mean that photos must capture lots of movement but think about taking photos of your project in progress, to convey the work of your organisation. See some examples of ‘action’ photos below.

PumpAid, Malawi

MAMTA-Health Institute for Mother and Child, India
Rules and permissions for photographs of children
• it is your responsibility to ensure that the correct permissions (from a parent or guardian) have been obtained before photographs of children under 16 are shared with a wider audience
• please ensure that electronic files containing children are securely filed in a protected folder with restricted access
• images should not be stored on unencrypted portable equipment such as laptops, memory sticks and mobile phones

Consent form
Please see pages 17 and 18 of this handbook for consent form templates. You will need to these for your project files.

Where to send your photographs to:
Please email your photographs and completed project consent template to:
• your designated Performance and Risk Manager via email,
• or email UKAidDirectComms@manniondaniels.com

By sending in photos and films to UK Aid Direct you are agreeing for the materials to be used on ukaiddirect.org and potentially featured on the social media channels of DFID and / or MannionDaniels.
Mobile storytelling: a brief guide

Films are an excellent way to document your project and bring it to life. Whether you are filming beneficiaries talking about their experiences, your organisational staff describing your project, or just general project activities. This document provides some tips to help you capture good quality film footage with minimal equipment.

We recommend using a Smartphone, a tripod, and clip-on microphones if you have them.

Format

Footage is best filmed in landscape format, to use space effectively and so the film fits most online templates.

Subject and background

If your film involves an interview with a subject, there are a few things to consider:

• think about what is going on in the background of your film – if you can show context and interest in the background, it will make a more interesting film than footage taken in front of a plain wall or in an office
• too much activity in the background however, can be distracting ask your interviewees to stand up for the interview
• make sure the person you are filming isn’t stood too close to the background, for example don’t let them stand directly in front of a wall

Distances

• when filming inside, the subject should be no more than 2 metres away from the phone
• when filming outside, the subject should be no more than 1.5 metres away from the phone
Framing your interview

- keep your subject just to the left or to the right of the mid-point of your screen
- if your subject is standing on the right of your screen, you should stand on the left of your camera, so that their eye line crosses the screen and vice-versa
- decide before the interview whether you will film a mid-shot or close-up. A mid-shot should show from the waist to the top of the head. A close-up should show from the underarms to the top of the head
- by keeping your subject to either the right or left of the screen, you are allowing space for the name tag to appear

Filming tips

- try to keep light (whether it is the sun, a lamp or light from a window) behind the person filming, not behind the subject.
- when filming, try to keep your camera still. Let the action take place in the shot. Panning, tilting and moving often makes the shot unclear
- if possible use a tripod to keep your camera still and steady. This will make a huge difference to the quality of your footage. If you don’t have a tripod, try balancing your camera on a steady surface

Filming tips: sound

- ensure you can hear the person speaking clearly
- avoid having music or other sounds in the background while filming whilst a person is speaking - it can be difficult to listen to spoken words and music at the same time. It is also not possible to separate the two sound files when you come to edit the film
- transcripts: if you film a person speaking please send us a transcript of the spoken words within the film, unless you have already included subtitles
- we should aim to include subtitles in our films to make the content as accessible as possible. If you send us a transcript we also know that you are happy with the content.

Interview technique

- your audience are no doubt busy people and there is a lot of competition for their time. Try to tell your story in an interesting, engaging and **concise** why – to entice your audience, keep them watching and deliver your key messages
- to ensure your audience remembers your most important messages or the action you would like them to take after watching the film, try to:
  - allow your interviewee the time to prepare their answers in advance
  - stress the importance of keeping their answers to a maximum of 1–2 sentences
  - explain to the interviewee that if they prepare short answers to your questions, **all** of their **key messages** can be included. If they talk for a few minutes on each point, the editor will have to edit their answers and their key messages may be lost
  - if you don’t edit a long answer, the important messages will be diluted. Your messages may be lost and you will lose the attention of your audience
A and B Rolls

- when preparing your interview, for every question you ask, write down three possible supporting B roll shots you could take
- **A Roll**: this is the footage you take of your interview
- **B Roll**: this is all of the supporting footage you take, to help make your film more interesting and entertaining
- you should aim to take around 25% A roll and 75% B roll

Acknowledging your UK aid funding

It is mandatory to include the UK aid logo in your film and to recognise that your project is funded by the UK government, using the following statement: “This project was funded with UK aid from the UK government”.

Rules and permissions for films of children

- it is your responsibility to ensure that the correct permissions (from a parent or guardian) have been obtained before films of children under 16 are shared with a wider audience
- please ensure that electronic files containing children are securely filed in a protected folder with restricted access
- footage should not be stored on unencrypted portable equipment such as laptops, memory sticks and mobile phones

Consent form

Please ensure you complete and submit consent form completed by the beneficiary and this can be found on page 17 of this handbook. We also ask you to complete one for your project files and this can be found on page 19.
Writing engaging copy

When writing content, whether for online or printed materials, there are some principles to remember. Readers today, particularly when reading online, will skim over content until something grabs their attention, so make sure that the title you use for your content is eye-catching, contains key words and gives a good amount of detail about the content to follow, to entice the reader to continue.

Please note: this following example is for illustration purposes only. It is not based on a real story, research or fact.

Example: ‘Grass-roots advocacy leads to child-marriage law change in Pakistan’ is a more exciting, yet still informative title, than:

‘New law is passed in Pakistan to protect girls from child marriage after extensive advocacy efforts by small and medium sized civil society organisations’.

Writing tips: be succinct
- the principle of keeping wording short, snappy and engaging should be applied throughout the content you write
- put the 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
- rather than writing a long paper or an essay, where you introduce your ideas and then finish with a conclusion – ensure that if your audience only reads the start of your article, you have still communicated the key messages

Writing tips: use simple language
- where possible, forget jargon – using technical terminology could alienate your reader and reduce your audience size
- if you ever use an acronym, write the full version first, followed by the acronym in brackets, after this point it is fine to use the acronym. The exception to the rule is in titles, where you might not have space and it does not make sense to use the full name
- Please note: this following example is for illustration purposes only. It is not based on a real story, research or fact:

Example title: Media intervention leads to FGM rate decrease in Sierra Leone
Example intro: A new study suggests that the number of girls under the age of 15 who are being subjected to female genital mutilation (FGM) has fallen recently, due to a focus against the practice within the mainstream media in the country.
Writing tips: the basics
These tips will help you to write faster, make your copy faster to read and get your messages across more often, more easily and in an accessible tone.

- **be concise** – most readers now scan written content
- **keep your sentence length down** – 15 – 20 words
- **skip unnecessary words**
- **avoid jargon** – choose appropriate words for the reader and explain any technical terms you need to use
- **avoid passive tense** – use active verbs and present tense
- **address readers directly** – use the word ‘you’ and ‘we’
- **check and edit again** – once you have finished your content, read through it and try to shorten it further

Writing about your project: checklist
When sharing news from your project, there are some aspects that help to make a news piece or lessons learnt particularly relatable and interesting for the reader.

When writing an update you want to share with us for possible publication, think about including some of the following checklist in the content. Even ticking just 3 out of the 10 following boxes will help increase your chances of publication.

- Photos from your project and beneficiaries (remember permissions)
- What you have learned during your project
- Stop and think before you write. Have a clear message in mind
- What works and what does not work
- A video from your project
- Plans for the future of your project
- Supporting facts and statistics
- Advice for others working on similar issues
- The goal of your project
- Quotes from project beneficiaries
Useful resources

Here is a brief list of resources you may find useful to refer to also whilst communicating your grant.

**CharityComms**
A membership network for communications professionals working in UK charities
[www.charitycomms.org.uk](http://www.charitycomms.org.uk)

**SproutSocial**
A way of converting your social media images to the right size for your chosen media
[https://sproutsocial.com/landscape](https://sproutsocial.com/landscape)

**Canva**
Effective, free online graphic design resource
[www.canva.com](http://www.canva.com)

**Hashtagify**
Identify top hashtags and influencers to maximise your success on social media
[www.hashtagify.me/hashtag/smm](http://www.hashtagify.me/hashtag/smm)

**Pixabay**
Free images and videos resource
[www.pixabay.com](http://www.pixabay.com)

**Flipbuilder**
Convert static pdf magazines, brochures, catalogues into interactive media rich eBooks

Please note: we will aim to update this on a regular basis so please do check in to the [www.ukaiddirect.org/grant-holder/guidance](http://www.ukaiddirect.org/grant-holder/guidance) section of the website for a full list.

Any queries, please do contact   [UKAidDirectComms@manniondaniels.com](mailto:UKAidDirectComms@manniondaniels.com)
REMEMBER: STAY IN TOUCH
and share your news

@UKAIDDIRECT | UK AID DIRECT

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MANNION DANIELS | FUND MANAGER FOR UK AID DIRECT | MAY 2018 | V1.1

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