

## Getting the word out will ensure your program draws the audience it deserves!

- **Email a simple press release** to media outlets in your area along with a photo if available (see below for a sample press release). Include a clear subject line and label attached photos with a caption and credit to the photographer or organization allowing use of the photo. Please include the line **“This event is made possible by a grant from New Hampshire Humanities.”** Local media will need event information from you at least 2 weeks before the event, ideally 4-6 weeks.
- **Post your event** in as many online events calendars as possible. Statewide papers also have online as well as print event calendars. Others to consider:
  - NH 365/NH Union Leader: <http://nh365.org>
  - NHPR: <https://www.nhpr.org/community-calendar>
  - Visit-NewHampshire.com: <https://www.visit-newhampshire.com/submit-event>
  - WMUR-TV: <https://www.wmur.com/article/wmur-community-calendar/5281838>
- **Social media is a free and easy tool** to use for event publicity. You can share your event, picture, and details and ask your supporters to share them with their audiences. **Please** include **“This event is made possible by a grant from New Hampshire Humanities.”** Please tag us in all social media posts:  
Facebook: @newhampshirehumanities - Instagram: @NHHumanities - Twitter: @NHHumanities
- **Local radio stations and/or local cable access TV stations** *may* broadcast a brief (free) public service spots that describe your event. Contact your local radio/TV station to find out if they will run a brief spot, and what their requirements for submission are.
- **Include the [New Hampshire Humanities logo](http://www.nhhumanities.org)** in all publicity materials such as your website, e-news, posters, flyers, brochures, events calendars, bookmarks, etc. We prefer that you use our logo in color whenever possible, but we provide both a color and black and white version of our logo on the **Administer a Grant** page and the **Humanities to Go toolkit** page of our website. When you use our logo or name in digital format, please **link to our website**: <http://www.nhhumanities.org>.
- **Posters/flyers** are effective wherever there is heavy pedestrian traffic (libraries, banks, grocery stores, malls, post offices, town halls), distributed at public events, enclosed with your organization’s mailings, and handed out at library circulation desks, front desk, etc.
- **Contact your local library, Rotary Club, bookstore, high school or college** about the program. You can also send an invitation to your local officials, state senators, and representatives in your area. You can also find this information at <http://www.gencourt.state.nh.us/>.
- **New Hampshire Humanities will list your event** in our quarterly printed *Engage!* which is mailed to more than 3,000 people, posted on our website, and shared on social media. Please notify New Hampshire Humanities immediately if there are any changes to the date, time, or venue of your event. Contact NHH at [info@nhhumanities.org](mailto:info@nhhumanities.org) or call (603) 224-4071.

- **If an issue arises** the day of an event, please CALL New Hampshire Humanities and speak with a staff member in addition to emailing, so that we can help inform the public.
- **Take a moment to mention New Hampshire Humanities' support** for your project at each event. The ideal way to provide credit is to invite a New Hampshire Humanities board or staff member to attend your event and make very brief remarks about our work and mission. Contact us for names and contact information.
- **Send a letter** to our U.S. Senators, [Jeanne Shaheen](#) and [Maggie Hassan](#), and your member of Congress, [Chris Pappas](#) (District 1), or [Maggie Goodlander](#) (District 2), and let them know about your event(s) and that it was made possible through a grant from New Hampshire Humanities, which receives funding through the National Endowment for the Humanities. A sample letter and contact information is included in this packet. The strongest letter will be one where you put your thoughts on the value of New Hampshire Humanities support to your organization in your own words.
- **Send us copies of your publicity** along with the final report on your grant. Be sure to see the Administer a Grant page of our website for other information on administering your grant.

***Thank you!***

## Sample Press Release

(insert your logo here if you choose)

FOR IMMEDIATE RELEASE

(Date)

CONTACT: (Your name)  
(Organization name)  
(Telephone number and email address)

**Heading: (Your organization's name) receives New Hampshire Humanities Grant for (your project)**

(NAME OF YOUR TOWN) The (name of your organization) has received a grant from New Hampshire Humanities to present (title of program). (Title of program) will be presented on (day, date), at (time), at the (venue).

(Include a one-paragraph description of the project or event here.)

This program is free and open to the public. (Note whether pre-registration is required and whether refreshments will be provided).

New Hampshire Humanities connects people and ideas by funding and supporting statewide programs that inspire curiosity, foster civil dialogue, and explore big questions. Learn more at [www.nhhumanities.org](http://www.nhhumanities.org). Additional local support is provided by (any other sponsors, contributors or donors to thank).

For more information, contact (list the name of the program organizer, his or her phone number and e-mail address).

###

## SAMPLE Thank You Letter

For members of NH's Federal Congressional Delegation  
(Customize to describe your project and your message)

(Date)

(Senator/Representative name here)

Address (see list of addresses below)

City, State, Zip

Dear Senator/Representative (last name),

This letter is to inform you that our organization, (organization name), has just received a generous grant of \$ from New Hampshire Humanities, our state's independent affiliate of the National Endowment for the Humanities, to support our efforts to (briefly describe your *Humanities to Go* program or Community Project Grant project).

(Briefly describe why this program or project is important to your organization and the people you serve. If you are writing before an event, invite the member of the delegation and/or members of her or his staff to attend. If you are writing after a grant event include how many people came, feedback you received, plans for future programs, and any other details you'd like to share).

We are grateful to our representatives who support institutions such as New Hampshire Humanities through support for the National Endowment for Humanities. Their humanities speakers and grants make it possible to bring live, cultural, and educational programs to New Hampshire residents in every town in the state. Thank you!

Sincerely,

(your name and title, name of your organization, contact information)

# NH Federal Congressional Delegation Contact Information

## Senator Jeanne Shaheen

506 Hart Building  
Washington, DC 20510  
(202) 224-2841

2 Wall Street, Suite 220  
Manchester, NH 03101  
(603) 647-7500

50 Opera House Sq.  
Claremont, NH 03743  
(603) 542-4872

60 Main Street, Suite 217  
Nashua, NH 03060  
(603) 883-0196

340 Central Ave., Suite 205  
Dover, NH 03820  
(603) 750-3004

961 Main Street  
Berlin, NH 03570  
603-752-6300

12 Gilbo Ave., Suite C  
Keene, NH 03431  
(603) 358-6604

## Senator Maggie Hassan

330 Hart Building  
Washington, DC 20510  
(202) 224-3324

James C. Cleveland Federal Bldg.  
53 Pleasant Street  
Concord, NH 03301  
(603) 622-2204

1589 Elm Street, 3<sup>rd</sup> Floor  
Manchester, NH 03101  
(603) 622-2204

Berlin City Hall Lower Level  
168 Main Street  
Berlin, NH 03570  
(603) 752-6190

14 Manchester Square, Suite 281  
Portsmouth, NH 03801  
(603) 433-4445

## Congressman

### Chris Pappas

(1<sup>st</sup> Congressional District)  
452 Cannon HOB  
Washington, DC 20515  
(202) 225-5456

2541 White Mtn. Highway  
Building 1, Unit 4  
North Conway, NH 03860  
(603) 733-5100

14 Third Street, Suite 101  
Dover, NH 03820  
(603) 285-4300

889 Elm Street  
Manchester, NH 03101  
(603) 935-6710

## Congresswoman

### Maggie Goodlander

(2<sup>nd</sup> Congressional District)  
223 Cannon House Office Building  
Washington, DC 20515  
(202) 225-5206

33 Main Street, Suite 202  
Littleton, NH 03561  
Phone: (603) 444-7700

18 North Main St., 4th Floor  
Concord, NH 03301  
(603) 226-1002

184 Main St., Suite 222  
Nashua, NH 03060  
(603) 595-2006