

# **Dylan Rich Legacy Fund**

## **Communications protocol**

### **Scope**

This protocol will apply to:

- (a) all projects that have received funding from the Dylan Rich Legacy Fund where adherence to the protocol is a condition of funding
- (b) all fundraising events where money is being raised for the Dylan Rich Legacy Fund and where advice has been sought from the Legacy Committee.

### **Publicity**

For projects in receipt of funding, publicity should wherever possible credit the Dylan Rich Legacy Fund as the source of the funding. Reference to the Fund should use descriptions available on the Legacy Fund website. If the organisation running the project wishes to use alternative text to that available on the website, they should contact a representative of the Legacy Committee to approve this in advance. Where relevant, publicity should be clear as to which elements of a project have approved funding as opposed to those that remain in development and subject to approval.

For fundraising events, organisers must be clear as to the objectives of the Legacy Fund in any publicity that is seeking donations. In doing so, descriptions of the Fund's objectives from the website should be used and/or links to the website provided. Organisers are also advised to have regard to the [Fundraising Code](#) published by the Fundraising Regulator.

### **Use of images**

Where organisations wish to use images of Dylan within publicity, social media etc., they should use those provided for that purpose on the relevant pages of the Legacy [website](#). The use of any other images of Dylan must be cleared in advance by a representative of the Legacy Committee.

### **Media engagement**

Where organisations wish to invite media to project activities and/or fundraising events, they should inform a representative of the Legacy Committee in advance and update them on which media covered the event.

### **Legacy website**

Updates on projects funded by the Legacy Fund and fundraising events will be posted on the website [and Facebook page]. A representative from the Legacy Committee will check content with the project/event organisers prior to posting.

*March 2022*