



VIRGINIA COMMISSION FOR THE ARTS

5 WAYS TO LEVERAGE YOUR VCA GRANT

September 7, 2022





ACKNOWLEDGING WITH LOGOS















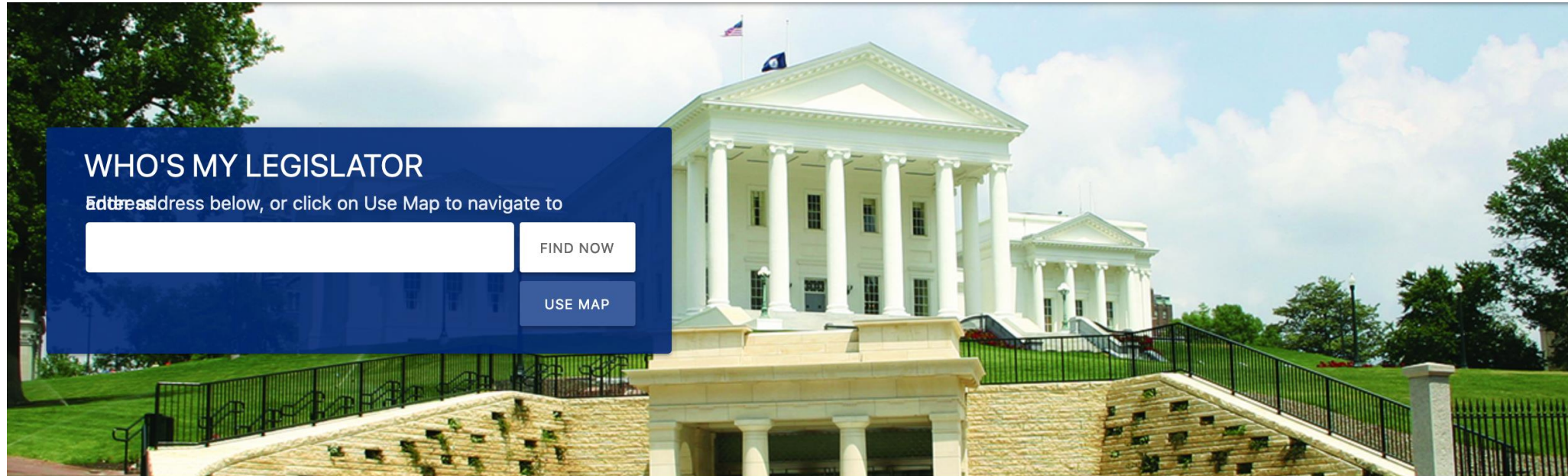
*This is made possible by a grant
from the Virginia Commission for
the Arts.”*





INVOLVING LEGISLATORS





ADDITIONAL RESOURCES

The Who's My Legislator? service is an online tool where the public at-large can determine what legislators represent them. Users can enter their home address or use map based navigation.

[WHO'S MY? HELP](#) | [WEBSITE HELP](#) | [GENERAL ASSEMBLY HOME](#) | [VISITING INFORMATION](#)

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- Thank in a letter
- Share media coverage
- Invite to speak
- Include in special events



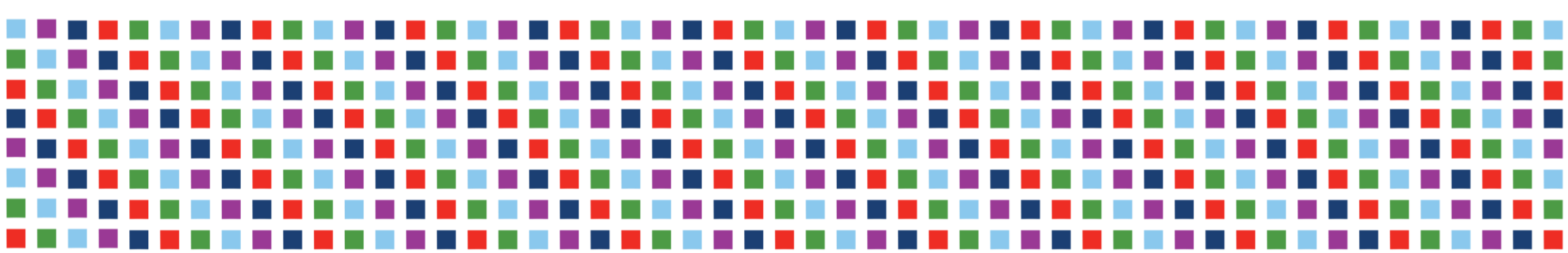
ENGAGING LOCAL MEDIA



- Share a press release
- Host a media preview event
- Consider additional media channels

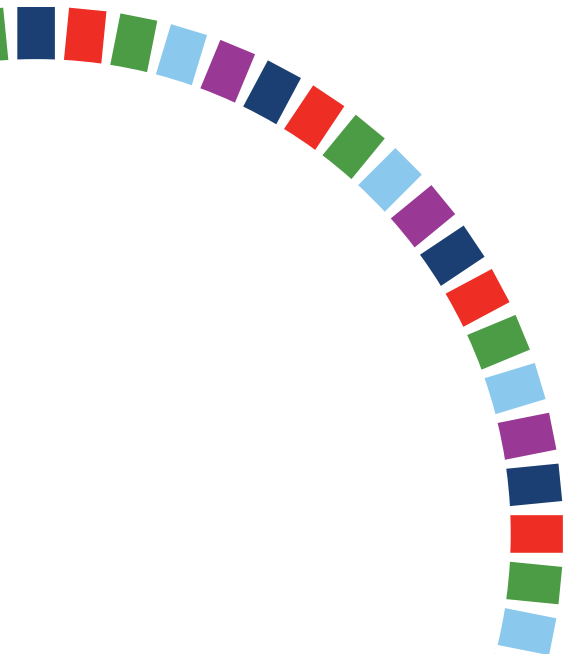


LEVERAGING FOR ADDITIONAL SUPPORT





*We received a grant from the
Virginia Commission for the Arts.”*





*We have support of the
Commonwealth of Virginia.”*





We are an organization / this is a project with an importance substantiated by the VCA grant and the state's support.”



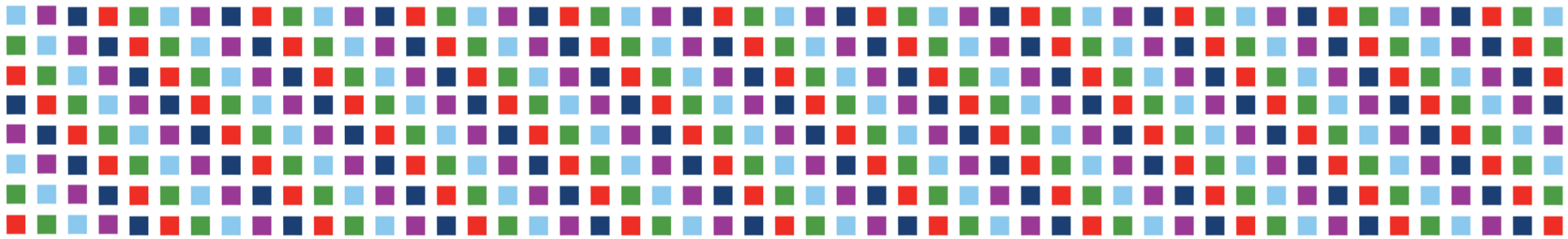


The state has already invested in us / this, and we are excited for you / your company / your foundation to match that investment.”





UTILIZING SOCIAL MEDIA



- Tell your success story through posts and stories
- Tag the VCA
- Follow the VCA on Instagram



SOCIAL MEDIA SAMPLE 2





- Acknowledging with Logos
- Involving Legislators
- Engaging Local Media
- Leveraging for Additional Support
- Utilizing Social Media





QUESTIONS



THANK YOU

