TACOMA CREATES

COMMUNICATIONS TOOLKIT

This Communications Toolkit is designed to support your understanding of Tacoma Creates communication expectations and resources. We encourage you to consider your organization's communications and marketing efforts to address these **two key communications expectations:**

1. **Promote all Tacoma Creates-funded programs and events to the general public.**
2. **Acknowledge Tacoma Creates funding in your communications materials and at your events.**

PROMOTE YOUR PROGRAMS

One of Tacoma Creates key funding goals is access – part of making your organization's programming accessible to the public is by bringing awareness to the work you do! Share information about your organization's programs and events in a variety of ways, such as posts on social media accounts, listings on your website and community calendars, utilizing the Tacoma Creates events calendar, and cross-promoting with other organizations as appropriate. How can you reach new participants/audiences and broaden access through different types of communications? In your Tacoma Creates funding reports, you are encouraged to share examples of how your programming was promoted to the public.

TACOMA CREATES EVENTS CALENDAR

Take advantage of the Tacoma Creates Events Calendar and upload your organization's upcoming events to share with the public. We encourage you to add a link to this calendar on your own website, to help cross-promote cultural sector events, and to help drive traffic to this public resource. Additionally, we pull from the Events Calendar for further amplification on social media.

Learn how to upload your event by reading through the Events Calendar Guidelines, or by visiting the Resources for Funded Organizations page.

SOCIAL MEDIA

We encourage you to share your Tacoma Creates-supported programming on your organization's public social media account(s), and to cross-post and tag other organizations, as appropriate, to help spread the word.

Tag us at @TacomaCreates and use #TacomaCreates and when promoting work supported by Tacoma Creates.
Follow Tacoma Creates on Facebook and Instagram @TacomaCreates, and engage with posts where we mention Tacoma Creates-funded organizations. To learn more about creating content to post on social media, check out our Social Media Guidelines document.

TACOMA ARTS LISTSERV

The Arts & Cultural Vitality Division offers the public facing Tacoma Arts ListServ, where you can post upcoming arts and culture events and opportunities.

ADDITIONAL COMMUNICATIONS RESOURCES AND SUPPORT

Check out the Communications Resources on the Resources for Funded Organizations page of the Tacoma Creates website for information about these opportunities:

- **PEACHJAR** – a digital flyer delivery service used by Tacoma Public Schools to share opportunities with students and their families – organizations funded by Tacoma Creates can access this for free!
- **CITYLINE on TV TACOMA** – a weekly, one-hour talk show provides a great opportunity to share your work, and they are always interested in featuring organizations funded through Tacoma Creates.

ACKNOWLEDGE TACOMA CREATES

Acknowledging funding from Tacoma Creates will help the public see how their tax dollars are helping to support a more vibrant and engaging Tacoma! As a funded organization, you **must** acknowledge Tacoma Creates in communications about your programs, and at your events. This includes:

1. Use the Tacoma Creates logo on printed and/or digital materials related to Tacoma Creates-supported programming.
2. Note Tacoma Creates support in public announcements or "curtain speeches" related to Tacoma Creates-supported programming.
3. Include the Tacoma Creates logo on your website, with a link back to tacomacreates.org.

TACOMA CREATES LOGO

The Tacoma Creates logo is available for download from this Logo Folder. Please review the Logo Guide found in this folder, which walks through the appropriate use of the logos. You will find both the 2-color vertical and 2-color horizontal versions of the logo in the main folder. Please use these versions of the logo whenever possible. If needed, alternate versions of the logo are available in the "Alternate Logo Versions" folder.

TACOMA CREATES MESSAGES

Consider how your organization's work aligns with Tacoma Creates' primary goals and intentions, and use or modify these sample messages as appropriate in your communications:

- Our programs are produced with support from Tacoma Creates – which is a fund that was made possible by local voters and is supported by local tax dollars, so thank YOU (audiences/participants) for your support of the cultural sector.
- This program, and especially our ability to [offer free tickets, present in different locations, pay for more staff/artist time to build programs, etc.], is supported in part by public funding through Tacoma Creates.
- [Name of our organization] is honored to receive funding from Tacoma Creates. Tacoma Creates is the first Cultural Access initiative of its kind in Washington State, expanding access to arts, culture, heritage, and science experiences in Tacoma.

ABOUT TACOMA CREATES

You may use the following language on your website, or other promotional materials:
"Tacoma Creates is a community-supported initiative to increase access to arts, culture, heritage, and science experiences throughout Tacoma by reducing barriers to access and expanding offerings, particularly for underserved youth. Eligible non-profit arts, culture, heritage, and science organizations may apply for funding that helps them expand equitable access to public programs, increase opportunities in neighborhoods throughout Tacoma, expand educational options for youth, and build sustainability for ongoing cultural programs that provide value for people throughout the City of Tacoma."

TACOMA CREATES BANNER

Display a banner at your events to highlight the public funding that supports your work – more information and the banner request form is on the Resources page.

QUESTIONS OR IDEAS?

Please reach out to Elm McCrummen, Tacoma Creates Program Assistant, at emccrummen@cityoftacoma.org, 253.591.2038.