



# Helping Regional Communities Prepare for Drought Initiative



## Guidelines for Funding Acknowledgement

Congratulations on securing funding through the Future Drought Fund's Helping Regional Communities Prepare for Drought Initiative, which is funded by FRRR thanks to the support of the Australian Government.

As a condition of receiving this funding, **you must acknowledge the funders** in any communications about this program **using both words and the logos**. This includes but is not limited to:

- events and announcements: national, state and local (at all project stages/phases)
- public relations activities including workshops, forums and conferences
- display materials such as banners, posters and on-ground project signs
- publications such as reports, books and case studies
- digital information kits and fact sheets
- websites and social media.

### What words do I need to use?

**You are required to include the following acknowledgement in all of your communications:**

This project is supported by FRRR, through funding from the Australian Government's Future Drought Fund.

We recognise that with character limits on some social media platforms, it is challenging to use the words above. In that instance tweets can use, "funded by FRRR and the Australian Government" or acknowledge the Future Drought Fund using **#FutureDroughtFund**.

We also encourage you to use the following hashtags: #drought, #AusGov, #AusAg, #droughtresilience, #agriculture, #RuralAus.

### Do I have to use any particular graphics / logos as well?

Yes, **all communication materials also need to include the logos below** in this logo lock up, in this order. [Download the logo lockup file.](#)



This logo lock-up must not be altered or modified in anyway. The logos should not be covered by any additional material. You also need to leave at least the equivalent of the letter F in the FRRR logo as free space all around the logos. The words above don't have to sit with the logos but can sit underneath, provided the spacing is sufficient (see templates overleaf).

## Templates

As many organisations use Canva, we have set up some templates where these logos are locked in place. Please feel free to use these templates and if another size is needed, please let us know. If you need higher resolution logos or a different format, please [email us](#).

- [Facebook/LinkedIn](#) – 1080 x 1080 px
- [Twitter](#) -1600 x 900 px
- [A4 poster](#)
- [A5 poster](#)
- [Banner](#) – 1200 x 600 px
- [PowerPoint Slideshow](#) – 1024 x 768 px

## Can you give an example?

In the example to the right, we have used the Facebook template to draft a post inviting people to join a workshop. You'll note the logos and the acknowledgement in the footer, leaving plenty of room for the organisation to include key information and branding.

EXAMPLE ONLY

You're invited!

### Prepare4Drought

Connect with other people in the community, network with other people in the industry and strengthen your organisation's ability to support your community through drought.

WHEN: Wednesday, 7 June 2023, 1-1:45 pm  
WHERE: Kingaroy Town Hall  
RSVP: Email [projects@redearth.com.au](mailto:projects@redearth.com.au)



## Anything else I need to know?

- If you're writing about FRRR, please use our full name when you first mention us, then use the acronym, ie:
  - First Reference**                      Foundation for Rural & Regional Renewal (FRRR)
  - Second Reference**                FRRR
- When using the acronym in a sentence, precede it with 'an' rather than 'a' – ie: We received an FRRR grant for the project.
- Remember, there's only one FRRR, so it's always FRRR is ... not FRRR are...

## What social media handles should we acknowledge?

If you are posting on socials, we ask that you tag all of the partners. Below are the handles of the three organisations.

Australian Government and Future Drought Fund	FRRR	ARLF
<ul style="list-style-type: none"> <li>• <b>Facebook:</b> @daffgov</li> <li>• <b>Twitter:</b> @DAFFgov</li> <li>• <b>LinkedIn:</b> @australian-department-of-agriculture-fisheries-and-forestry</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Facebook:</b> @followFRRR</li> <li>• <b>Twitter:</b> @FRRR_Oz</li> <li>• <b>LinkedIn:</b> @foundation-for-rural-&amp;-regional-renewal</li> <li>• <b>Instagram:</b> @FRRRAus</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Facebook:</b> @australianruralleadershipfoundation</li> <li>• <b>Twitter:</b> @arlfnews</li> <li>• <b>LinkedIn:</b> @australian-rural-leadership-foundation</li> <li>• <b>Instagram:</b> @ruralleaders_au</li> </ul>

## Questions?

Enquiries about the use of the logo lock up should be directed to our Disaster Resilience & Climate Solutions team via email: [futuredrought@frrr.org.au](mailto:futuredrought@frrr.org.au) or call 1800 170 020.