

External communications pack

Core messages

Below are some core messages you may wish to use to communicate about having published your data with your key audiences, including to grantees, prospective applicants and other funders.

To grantees and prospective applicants:

- 'We have published our grants data in the 360Giving Data Standard so that we are as open and transparent as possible about what we are funding.'
- 'We're publishing our grants so that we can make more informed and strategic decisions about where funding goes.'
- 'We will update our grant data regularly so that it remains useful for us and you.'
- If you accept applications, you can say: 'By publishing our grants data openly, you can see what kinds of projects and organisations we've funded before and decide whether to apply.'

You may want to signpost grantees and prospective applicants to our free tools [GrantNav](#) and [360Insights](#) to see grants given by other funders. For more information about the grants you give, signpost grantees to your specific [GrantNav](#) funder page or [360Insights](#) funder page.

To other funders:

We've published our grants using the 360Giving Data Standard so that:

- We can understand our grantmaking better as an organisation.
- We can see our place in the UK grantmaking picture.
- We can demonstrate our values of openness and transparency.
- We can better demonstrate our impact together with our peers.
- We can support grantees to have an improved understanding of what we fund.

The 360Giving team would like grantmakers to encourage others in the sector to publish their grants using the 360Giving Data Standard. Having more funders publishing their grants data means that every funder will benefit by having an even fuller picture of UK grantmaking. Please

do signpost others to [our support](#) and spread the word about joining the #OpenGrants movement.

Publisher badges and links to our tools

We've created publisher badges for 360Giving publishers. We encourage publishers to add these badges to your website and email signatures to inform anyone who visits your website that you publish open grants data and celebrate that you are part of the open grants movement.

Badges come in four different colours and you can choose whichever works the best for your website. We recommend that you put your badge in the header or footer section of your homepage or on the page where you publish your 360Giving data. Find the publisher badges [here](#).

As well as using our publisher badges, we encourage you to link to [GrantNav](#) and [360Insights](#) on your website. This could either be a link to your grants data on your specific GrantNav and 360Insights pages or a general link to the tool or both – if you need any help finding your specific links, do let us know. By linking to our tools, you are showing how your open grants data can be used practically and visually to inform decision making.

Suggested social media posts

Links included below could link directly to your grants data on your specific GrantNav and 360Insights pages or a general link to the tool.

Please feel free to edit as you see fit.

Twitter

1. We've joined a community of funders who share their grants data openly with [@360Giving!](#)

360Giving helps funders publish their grants data in a way that others can access and use for free.

See our grants in GrantNav.

#OpenData #Funding #OpenGrants

<https://grantnav.threesixtygiving.org/>

2. We've shared our grants data using the [@360Giving](#) Data Standard and have joined other funders in the #OpenGrants movement!

See our grants on the 360Giving tool GrantNav.

#OpenData #Funding #OpenGrants

<https://grantnav.threesixtygiving.org/>

3. As part of our commitment to be open and transparent, we've published our grant information using the [@360Giving](#) Data Standard.

To find out more about 360Giving, check out their website.

#OpenData #Funding #OpenGrants

<https://www.threesixtygiving.org/>

LinkedIn

As part of our commitment to being open and transparent, we're excited to announce that we've joined the community of funders who are openly sharing their grants data with [@360Giving](#).

We've published our grants using 360Giving's Data Standard, which means the information on who, where and what we fund is shared in a way that anyone can access and use for free.

You can find all of our grants in 360Giving's flagship search engine, GrantNav.

#OpenGrants #Philanthropy #Funding #OpenData #Transparent

<https://grantnav.threesixtygiving.org/>

Other social media accounts

Please feel free to rephrase the content in the above posts and use your 360Giving publisher badge as your image.

Newsletter copy

Please feel free to edit as you see fit.

Two lines

To show our commitment to being a transparent funder, we've shared our grants data using the 360Giving Data Standard. To find out more about why sharing open grants data is important, visit [360Giving's website](#).

Shorter

We're pleased to announce that as part of our commitment to being an open and transparent funder, we have joined the open grants movement and have shared our grants data using the 360Giving Data Standard. Take a look at our grants in 360Giving's search engine for grants, [GrantNav](#).

Longer

As part of our commitment to being open and transparent, we're excited to announce that we've joined the community of funders who are openly sharing their grants data with 360Giving.

We've published our grants using 360Giving's Data Standard, which means the information on who, where and what we fund is shared in a way that anyone can access and use for free.

Explore our grants data in 360Giving's search engine for grants, [GrantNav](#) and take a look at their [website](#) for more information about their work.