

Fraser Salmon & Watersheds Program



FSWP Public Acknowledgement Guidelines

Suggested language: "This project is (supported by / partnered with) Fraser Salmon & Watersheds Program, a joint program of Pacific Salmon Foundation and Fraser Basin Council that strategically delivers funds from the provincial Living Rivers Trust Fund and a federal initiative of Fisheries and Oceans Canada."

Logo and Backgrounder : For links to these tools, see the FSWP Notices at the bottom of ThinkSalmon.com front page.

Associating FSWP with the projects it funds is critical to making FSWP visible and likely to continue. For this reason, FSWP requests public acknowledgement of its funding from proponents. In order to increase both public awareness of important issues and acknowledgement of the program, FSWP offers small grants for public relations activity to all proponents. Other groups are also eligible for these grants.

Here are guidelines for acknowledging FSWP:

Sign or traveling display

- To receive a grant, the sign or display must include the FSWP logo.
- Content can range from simply naming the project, to detailed interpretive information, to suggesting a relevant behaviour change. Discuss ideas with your FSWP representative.
- FSWP has made arrangements with a sign maker, Artcraft, to finalize designs, fabricate and then deliver signs directly to proponents, and invoice FSWP. See details above.
- Proponents may also work with another sign vendor, send the final design to Megan at mmoser@psf.ca for approval, and then submit the invoice to FSWP for payment.

Event

- To receive a sponsorship, the event must include outreach to public officials and / or media and mention FSWP in one or more of the ways listed below using language similar to above.
- Include FSWP logo on event flyers, posters and other event promotion.
- Include FSWP logo on items being given away at the event, as appropriate
- Acknowledge FSWP in event remarks.
- Mention FSWP in printed materials and include FSWP backgrounder with printed materials, as appropriate.

Media release

- The release should mention FSWP using language similar to above and attach the FSWP backgrounder.
- Advice and templates for a media release are included in the PR toolkit.

Website

- We would appreciate logos and / or language similar to above on your website.
- FSWP proponents are requested to do a sign or display, an event or a media release in addition to website acknowledgement.