

Fraser Salmon & Watersheds Program



Fraser Basin Council



FSWP small grants and promotional items

A powerful way to increase the public's appreciation of watershed and salmon issues is for active groups to reach out to key audiences with thoughtful messages. This toolkit is one way for FSWP to assist those efforts. FSWP also offers small grants to groups for public relations activities that benefit Fraser salmon and watersheds, such as:

- Sign that highlights your project and perhaps gives interpretive information (grants around \$500, and possibly more if there is a good educational opportunity)
- Sign that promotes a behaviour change relevant to your project (also around \$500)
- Traveling display about the project (also around \$500)
- Event for the public or key audiences, that also includes public officials and / or media (also around \$500)
- Any other public relations activity you devise for making Fraser salmon and watershed issues visible

Further, FSWP can provide promotional items with the Think Salmon logo, such as tee shirts, hats and aprons. These can be used as prizes at an event, as a gift for volunteers, or in a publicity photo.

Those receiving FSWP funds are offered a small grant for public relations activity because we see a win-win opportunity to both enhance your project and acknowledge FSWP funding, as described in the acknowledgement guidelines.

Sign fabrication

To simplify sign acquisition, FSWP has contracted with Artcraft (www.artcraft.com; note the 2nd "a" is missing) to fabricate durable, full color signs that are digitally printed with vegetable dye inks and mounted on recycled plastic. A \$500 grant will buy two 18 x 24 inch signs, or \$300 will buy one 24 x 36 inch sign.

Process

- Contact your FSWP representative with questions or to discuss sign ideas.
- Draft sign copy and layout, and then work directly with Artcraft (contact Duane at 604-552-1055, dfast@artcraft.com).
- As noted in the acknowledgement guidelines, include the FSWP logo package on the sign. Artcraft has the high resolution version needed for fabrication.
- Supply high resolution graphics to Artcraft, including photos and logos for the organization and any other partners
- Artcraft produces sign image and sends to FSWP for final approval
- Once approved, Artcraft fabricates signs, delivers directly to proponent and invoices FSWP