



Sustaining the  
Humanities through the  
American Rescue Plan

# Grantee Promotional Toolkit

# **Congratulations!**

Congratulations on being awarded a PA SHARP grant from PA Humanities! It is an honor for us to invest in your recovery and growth efforts as you support your community through your vital humanities work. As a grantee, you join the PA SHARP Learning Network, a special statewide learning group that fosters resource sharing, networking, professional development, and mutual support.

Receiving a PA SHARP grant from PA Humanities is a significant achievement and you'll want to share the good news with others. This toolkit will help you get started with examples of social media posts, a press release, a legislator letter, and graphics.

Welcome to the PA Humanities family!

## **Promoting your PA SHARP grant**

Raising awareness about your PA SHARP grant not only increases the visibility of your work, but also demonstrates the importance of federal funding for the National Endowment for the Humanities and state councils such as PA Humanities. Sharing news of your PA SHARP grant is also an excellent way to show your donors, partners, legislators, stakeholders, and community about the change-making power of the humanities.

Per the PA SHARP Grant Guidelines, we ask that all grantees:

- acknowledge PA Humanities in all marketing and promotions materials;
- send a letter to your legislator about your award and activities.

We also encourage you to contact local media outlets and promote your grant on your social media channels.

The sample language and templates in this toolkit will help get you started with a promotional plan. But sure to keep us in the loop (more about that below)!

## About PA Humanities

PA Humanities is an independent nonprofit partner of the National Endowment for the Humanities and part of a network of 56 state humanities councils that spans the nation and U.S. jurisdictions.



We believe the humanities inspire people to grow their potential and shape an equitable society. We put the humanities in action to create positive change in our lives and communities. Our work is grounded in people and champions their creativity and big ideas. We bring Pennsylvanians together to shape the future through the power of stories, reflection, and relationships. Our programs and grants generate avenues for civic involvement and community development, and for youth and adult learners to strengthen skills for school, work, and personal improvement. We amplify the voices of talented partners and individuals, and we lead a movement to champion and redefine the role the humanities play in our lives.

## PA SHARP: Recovery and Growth Grants



NATIONAL ENDOWMENT  
FOR THE HUMANITIES

As part of the American Rescue Plan Act of 2021, PA Humanities and other state and regional humanities councils are distributing funding from the National Endowment for the Humanities' SHARP (Sustaining the Humanities through the American Rescue Plan) program. This legislation recognizes both the financial realities of the ongoing pandemic recovery and the vital importance of the humanities to economic and civic life. Additional funding from Spring Point Partners supported 16 organizations that serve Philadelphia's BIPOC and new immigrant communities.

Through its \$1.4 million PA SHARP program, PA Humanities provided up to \$20,000 in flexible funding to support the growth and recovery of the humanities in Pennsylvania. This initiative is an opportunity to reimagine, reinvent, and reenvision humanities work through planning, capacity building, and creative programming. Along with grants for Programs and General Operations and Capacity Building, PA Humanities is partnering with grantees to develop the PA SHARP Learning Network, a special statewide learning group that fosters resource sharing, networking, professional development, and mutual support.

# Acknowledgements

An acknowledgment of PA Humanities' support must appear on all materials publicizing or resulting from award activities. The PA Humanities logo should also be used in recognizing support whenever possible.

## Acknowledgement language:

*Funding has been provided by PA Humanities and the National Endowment for the Humanities as part of the American Rescue Plan Act of 2021.*

## Logo:



[\[Download PA Humanities logo - PNG\]](#)

(Contact [jvaldez@pahumanities.org](mailto:jvaldez@pahumanities.org) if you need the logo in SVG/EPS format.)

We also encourage you to use [the National Endowment for the Humanities' \(NEH\) logo](#) in your materials.

## Keep us in the loop!

Let PA Humanities help you promote your work by keeping us in the loop with all your PA SHARP-related activities. If you have any events or initiatives, we want to know about them! In addition to sharing on social media we'll be writing occasional stories about our grantees for our new website blog. We'd love to help amplify your message!

Please send updates and info to Jared Valdez ([jvaldez@pahumanities.org](mailto:jvaldez@pahumanities.org)).

## Sample Social Media Posts

In all your PA SHARP-related social media posts be sure to @mention/tag **PA Humanities** and use our hashtag **#PASHARP**. The following posts are provided as examples only, please feel free to modify them to suit your stakeholders.

### General Operations and Capacity-Building grant announcement:

*We are thrilled to announce that we've been selected to receive a #PASHARP grant from PA Humanities! This flexible funding will support our general operations and help us to further build up our capacity.*

*As part of the grant, we'll be joining the PA SHARP Learning Network, a special statewide learning group fostering resource sharing, networking, professional development, and mutual support.*

*Funding has been provided by PA Humanities and the National Endowment for the Humanities as part of the American Rescue Plan Act of 2021.*

<https://www.pahumanities.org/pasharp>

### Programs grant announcement:

*We are thrilled to announce that we've been selected to receive a #PASHARP grant from PA Humanities! This flexible funding will support **[name of program/project]**.*

*As part of the grant, we'll be joining the PA SHARP Learning Network, a special statewide learning group fostering resource sharing, networking, professional development, and mutual support.*

*Funding has been provided by PA Humanities and the National Endowment for the Humanities as part of the American Rescue Plan Act of 2021.*

<https://www.pahumanities.org/pasharp>

# Sample Press Release

**[Organization name]** receives recovery and growth grant from PA Humanities

**[Your City] (DATE) - [Organization name]** has received a **[total funds]** grant from PA Humanities as part of its \$1.4 million recovery and growth program. Called PA SHARP (Sustaining the Humanities through the American Rescue Plan), the initiative provides flexible funding to strengthen and grow the humanities across the state. Grantees join the new PA SHARP Learning Network, a special statewide learning group that fosters resource sharing, networking, professional development, and mutual support.

“The humanities are on the ground putting people first by making spaces for new voices, supporting meaningful learning experiences, and fostering healing and resiliency in communities of all sizes,” said Laurie Zierer, executive director of PA Humanities. “PA SHARP further strengthens this essential work through network building, financial support, and reimagining the possibilities of the humanities across the state.”

The 92 recipients represent museums, historical societies, libraries, and other vital cultural institutions across Pennsylvania. They were carefully selected with an emphasis on equity and geographic diversity.

Funds from PA SHARP aim to help address the ongoing impact of COVID-19 on the cultural sector by supporting creative programming, capacity building, and general operations. In addition to funding, the PA SHARP Learning Network will build a statewide community of people passionate about creating inclusive, engaged communities that are ready to lead the statewide recovery alongside PA Humanities.

“**[Quote from your executive director/representative]**,” said **[NAME]**.

Funding for PA SHARP comes from PA Humanities’ federal partner, the National Endowment for the Humanities (NEH), as part of the American Rescue Plan Act of 2021. Recognizing the financial realities of the pandemic and the vital importance of the humanities to economic and civic life, this legislation allocated to the NEH funds to “prevent, prepare for, respond to, and recover from the coronavirus.”

Additional funding comes from Spring Point Partners to support 16 organizations that serve Philadelphia’s BIPOC and new immigrant communities.

The full list of PA SHARP grantees is available at [pahumanities.org/pasharp](http://pahumanities.org/pasharp).

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# Sample Letter/Email to Legislator

Dear **[Legislator's Name]**,

I am pleased to inform you that **[Organization Name]** has received a **[total grant amount]** grant from PA Humanities as part of their \$1.4 million recovery and growth program. Called PA SHARP (Sustaining the Humanities through the American Rescue Plan), the initiative provides flexible funding to strengthen and grow the humanities across the state.

We are one of 92 recipients, representing museums, historical societies, libraries, and other vital Pennsylvania cultural institutions. We'll also be joining the new PA SHARP Learning Network, a special statewide learning group that fosters resource sharing, networking, professional development, and mutual support.

Funds from PA SHARP will help us to address the ongoing impact of COVID-19 on our important work **[describe work]**. With the support of PA SHARP we will **[describe impact.]**

Funding for PA SHARP comes from PA Humanities' federal partner, the National Endowment for the Humanities (NEH), as part of the American Rescue Plan Act of 2021. Additional funding comes from Spring Point Partners to support 16 organizations that serve Philadelphia's BIPOC and new immigrant communities. You can see a full list of the grantees at [pahumanities.org/pasharp](http://pahumanities.org/pasharp).

I just wanted to take a moment to share this good news with you and your office. Thank you for your continued support of our region.

Sincerely,

**[Your Name]**