GOCO
GREAT OUTDOORS COLORADO

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goco.org

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Great Outdoors Colorado (GOCO) invests a portion of Colorado Lottery proceeds to help preserve and enhance the state's parks, trails, wildlife, rivers and open spaces. GOCO's independent board awards competitive grants to local governments and land trusts, and makes investments through Colorado Parks and Wildlife. Created when voters approved a Constitutional Amendment in 1992, GOCO has since funded more than 5,200 projects in urban and rural areas in all 64 counties without any tax dollar support.

COLORADO LOTTERY

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COMMUNICATION GUIDELINES & CHECKLIST FOR GRANTEES

CONGRATULATIONS!

As a Great Outdoors Colorado Trust Fund (GOCO) grantee, we are now partners in the important effort to spread the news to the public about your grant and project. Please refer to these guidelines in communicating about GOCO and your grant.

CHECKLIST

- ☐ Issue press release
- ☐ Send copy of press release to GOCO
- ☐ Post news on social media
- ☐ Use talking points to describe GOCO in any speeches
- ☐ Give GOCO 30 days notice of any events planned
- ☐ Take photos and videos before, during, and after project construction
- ☐ Post a web badge to celebrate your success
- ☐ Order signs and send photos to GOCO once installed

We look forward to working with you! Contact us with any questions you may have.

Rosemary Dempsey
303.226.4530
rdempsey@goco.org

Victoria Nava-Watson
303.226.4531
vnavawatson@goco.org

News Releases & Talking Points

While GOCO will announce its grant awards to media statewide, **you are encouraged to issue your own press releases.** We are also happy to assist in producing the release. A template is available at **goco.org/template.**

- Be sure to include the GOCO boilerplate in your release. Email info@goco.org for the current version.
- Send copies of your release and any news coverage to info@goco.org.

Talking points for interviews and speeches are available online at goco.org/talkingpoints. Here are a few key points:

1. Avoid using the word "spend" and instead use "invest." For example, "The GOCO grant will invest $50,000 in…" vs. "The GOCO grant will spend $50,000 on…"
2. Use "Great Outdoors Colorado" in your first reference to the organization, and "GOCO" in all subsequent references.
3. Use "Colorado Lottery" on first reference. "The Lottery" or "State Lottery" are both acceptable in subsequent references.
4. GOCO and Lottery are not interchangeable. Do not refer to the grant as "GOCO/Lottery" or "Lottery funds." Refer to the grant as "funded by a portion of Lottery funds."

We look forward to seeing your project in the news! Please send copies of any news releases or articles to info@goco.org. Make sure to include which media outlet(s) received or published your news.

Events & Speeches

Please notify us at least 30 days in advance, when possible, of any ground-breaking, dedication, or grand opening events. We will strive to ensure that a GOCO representative will attend the event whenever possible.

GOCO offers free yard signs to let your community know about your success. Request a yard sign via info@goco.org.

Social Media

Tag GOCO in any social media posts you make about your project. GOCO is actively engaged on Facebook, Twitter, Instagram, LinkedIn, and YouTube. Use hashtags such as **#GOCO** and **#WheredoyouGOCO**

Follow GOCO:

- Great Outdoors Colorado
- @GreatOutdoorsCO
- @GreatOutdoorsColorado
- Great Outdoors Colorado (GOCO)
- youtube.com/GreatOutdoorsCO

Follow Generation Wild:

- Generation Wild Colorado
- @GenerationWildColorado

Send event information as well as pictures or video of your event to info@goco.org. We look forward to helping you celebrate!

Media Relations

If a reporter asks questions about GOCO that are beyond the scope of your grant and project, refer the reporter to Rosemary Dempsey at 303.226.4530 or rdempsey@goco.org.

Logos & Visuals

Use GOCO's logo in all communications efforts, including social media and your website. The logo can be downloaded at **goco.org/logo** or requested by email. The logo may not be altered in any way or applied inappropriately.

The GOCO logo is available in four color, one color, and reverse white.

Photos & Videos

GOCO is interested in **before/after photos** taken from the same vantage point as well as photos showing **people using the completed project**. We also welcome any video footage that highlights your project's features and how it benefits the community.

- Use release forms when you are taking photos or videos of people. They are available at **goco.org/photorelease**.
- Email photos of your project to info@goco.org.

Web Badges

Download the appropriate web badge at **goco.org/badges**. Badges are available by grant type and are offered in two different sizes and styles.

Signage

As the recipient of a GOCO grant, you are **required to install signage recognizing GOCO's contribution** to your project. Signs are provided for free. Please request enough signs to place at all entrances/exits to your project, as well as any information kiosks, fee stations, customer service facilities, trailheads, etc.

- Refrain from installing signage on restrooms or near trash receptacles.
- Signage should be installed at eye level.

If you have multiple funding partners and plan to install a custom sign, GOCO will provide the appropriate logo. The GOCO logo cannot be altered in any way. **Send all design proofs to info@goco.org for immediate review.**

To request your free GOCO signs, download a form from **goco.org/signage**