


Sask Lotteries Fundraiser Recognition *Social Media*

Organizations that receive grants through the Sask Lotteries Trust Fund for Sport, Culture and Recreation are required to recognize their funder in their promotional materials and during events.

This includes programs, posters, speeches and other platforms, including social media, which presents organizations with a tremendous opportunity to remind their community about the positive impact of the lottery-funded sport, culture and recreation system.

The toolkit that accompanies this document contains graphics formatted for Facebook, Twitter and Instagram. Grant recipients are encouraged to share these materials on their social media channels along with appropriate messaging.

The following is an example of how to recognize Sask Lotteries on social media:

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|  | <p>Message:</p> <p><i>Everyone wins!</i></p> <p><i>Proceeds from Sask Lotteries fund groups like ours whose activities help us all to grow, learn and play!</i></p> <p><i>Learn more about Sask Lotteries and the sport, culture and recreation groups that benefit at sasklotteries.ca.</i></p> <p>Notes:</p> <ul style="list-style-type: none"> • This text is provided as a recommendation. Several factors, including character counts, may require you to alter/shorten it. • Don't overshare. We don't want to overwhelm audiences with this information. Share occasionally throughout the year or during high-profile events for optimal exposure. • Have fun! Your organization has an incredible story to tell. Remind your audience about the good work you're doing and how lottery proceeds help your organization. |
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Questions?

Not sure what to share? Need a file in a different size or format? All inquiries about funder recognition can be directed to communications@sasklotteries.ca.