



Community

Grants

Digital guidance.



Thank you.

Thank you for applying to the Tesco Community Grants scheme and for all the work you do supporting your community. Without you, we couldn't make such a difference for local communities. Since launching as Bags of Help in 2015, our grant scheme funded over 40,000 projects and given out grants of more than £90 million.

Whether you're just entering the vote or you're now receiving your results, we know through your organisation this money will make a big impact to your community.

To help celebrate your success and to raise awareness of Tesco Community Grants so even more groups can benefit, we've pulled together the following information to give you some handy tips and ideas for promoting your project.

Tesco has teamed up with a national charity, Groundwork since 2015. greenspace scotland is working with Groundwork to support Scottish communities.

Your local Enabler

Your local Enabler is here to support you with anything you need for Tesco Community Grants. They will be in touch with you when the public voting finishes to help you with receiving and using your grant. If you need to speak to them urgently before this you can email tescocommunitygrants@groundwork.org.uk to get in touch.



Social media – it’s a digital world!

Being active on social media is another fantastic way to spread the word about your project and about the Tesco customer vote. From Twitter to Instagram to Facebook, there’s plenty of ways to raise awareness and support.

Top tip: pictures and videos help make people interested and share your message. It’s also a good idea to take a ‘before’ picture so you can update people later after your grant is put to good use.

If you tweet, don’t forget to use [#communitygrants](#) and tag [@groundworkUK](#) or [@greenspacescot](#) and [@Tesco](#) or [@Tesconews](#)



Blogs, websites, newsletters and more...

If you have a blog, website, newsletter, LinkedIn or similar do post about Bags of Help! Here’s an idea of an update you could post:

“We’re in the customer vote for a Tesco Community Grant. It’s a scheme which gives community projects like us grants of up to £1,500. Tesco customers will now vote in [insert store name] store during [insert months] to decide how much funding we get, so please support us next time you shop at Tesco!”

You may want to add a link to the Community Grants website:

www.tesco.com/communitygrants

FAQs

Who's involved in running Community Grants?

Tesco teamed up with a national charity, Groundwork, to launch the scheme, then known as Bags of Help, in 2015. greenspace scotland is working with Groundwork to support Scottish communities.

What social media can I use to promote my project?

At Tesco, Groundwork and greenspace scotland we mainly use Twitter and LinkedIn to spread the word about Community Grants. We'd love for you to join us there or to use any other online site you think is appropriate. Your Enabler is a great person to contact if you have any questions about social media.

Can we personalise our blog/website text about the scheme?

Yes. We would encourage any personalisation to include a link to the Community Grants website www.tesco.com/communitygrants. This will help people interested in the scheme to access all the most up to date information about how the scheme works, who is eligible and how to apply.

Can we do anything above and beyond the guidance?

It's up to you how to promote your involvement in Tesco Community Grants but we would request that you do not take part in any leafleting or promotional activity inside or outside Tesco stores. This is to ensure the vote takes place fairly and so we don't disadvantage groups not able to come to store in person.