

Marketing Guidelines 2022 / 2023

*Issued by the
Malta Council for the Voluntary Sector*



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1. Introduction

This document is intended to guide beneficiaries of the various funding schemes managed by the Malta Council for the Voluntary Sector (MCVS). At present MCVS manages six specific funding schemes which are being listed in chronological order:

- **Civil Society Fund (CSF)**
- **Small Initiatives Support Scheme (SIS)**
- **Training Initiatives Scheme (TIS)**
- **Voluntary Organisations Project Scheme (VOPS)**
- **Youth Voluntary Service (YVS)**
- **NGO Co-Financing Fund (NCF)**

The CSF, SIS, TIS, VOPS, YVS and the NCF are direct schemes falling under MCVS through funds provided by the Ministry for Inclusion, Voluntary Organisations and Consumer Rights (MIVC) and is managed on its behalf by the Malta Council for the Voluntary Sector.

The funding schemes are all designed to assist Voluntary Organisations and volunteers with support to undertake projects that can make a real difference to the local communities.

This document is intended to guide beneficiaries in their marketing strategy when utilizing the funds that fall under anyone of the funding schemes managed by MCVS. The Guidelines constitutes an integral part of the agreements signed between MCVS and the beneficiary.

2. Scope of the Guidelines

The main scope of the Guidelines structures the way in which beneficiaries acknowledge and promote the funding support provided by MCVS. This acknowledgement shall serve firstly to emphasize the support given to the voluntary sector by both MCVS and the responsible Ministries. Secondly it shall highlight the projects undertaken by the Voluntary

Organisations through such funding, thus prompting the possible increase of such funding for the sector under these schemes.

3. Publicity, Property and Liability

Each funding scheme has its particular measures foreseen for the visibility of the particular project and for the dissemination and exploitation of its results. Since these funding schemes are coming from public funds, there is also an obligation of minimal publicity for each granted scheme in respect to the funding source. In all funding schemes the beneficiaries must clearly acknowledge the MCVS and the responsible Ministries. This must be undertaken for all communications or publications, in whatever communication tools are used such as printed media, social media, web sites or organisations of activities for which the grants are used.

This must be done according to respective instructions hereunder:

3.1 Small Initiatives Support Scheme (SIS)

- a) Use of the MCVS, SIS Scheme and Ministry logos.
- b) Use of credits stating the following: *“This project has been funded by the Small Initiatives Support Scheme (SIS) managed by the Malta Council for the Voluntary Sector (MCVS) supported by the Ministry for Inclusion, Voluntary Organisations and Consumer Rights (MIVC)”*. The font Arial must be used when quoting this sentence¹.
- c) Use of disclaimer in printed and online publications stating the following: *“This project/publication reflects the views only of the author, and the MCVS cannot be held responsible for the content or any use which may be made of the information contained therein”*.

¹ The translated Maltese credits and disclaimer state the following:

“Dan il-proġett ġie ffinanzjat permezz tal-iskema Small Initiatives Support amministrata mill-Kunsill Malti għas-Settur tal-Volontarjat f’isem il-Ministeru Għall-Inkluzjoni, Il-Volontarjat u D-Drittijiet Tal-Konsumatur. Din il-pubblikazzjoni/Dan il-proġett t’jirrifletti biss il-veduti u l-ħsiebijiet tal-pubblikaturi/awturi, u l-Kunsill Malti għas-Settur tal-Volontarjat ma jistax jinżamm responsabbli għall-kontenut jew għall-użu li jista jsir minn dan l-istess kontenut.”

3.2 Youth Voluntary Service (YVS)

- a) Use of the MCVS and of YVS logos.
- b) Use of credits stating the following: *“This project has been funded by the Youth Voluntary Service managed by the Malta Council for the Voluntary Sector”*.
- c) The font Arial must be used when quoting this sentence².

3.3 Voluntary Organisations Project Scheme (VOPS)

- a) Use of the MCVS, VOPS and Ministry logos.
- b) Use of credits stating the following: *“This project has been funded through the Voluntary Organisations Project Scheme managed by the Malta Council for the Voluntary Sector supported by the Ministry for Inclusion, Voluntary Organisations and Consumer Rights (MIVC)”*. Use of disclaimer in printed and online publications stating the following: *“This project/publication reflects the views only of the author, and the MCVS cannot be held responsible for the content or any use which may be made of the information contained therein”*.³
- c) The font Arial must be used when quoting this sentence.

3.4 Training Initiatives Scheme (TIS).

- a) Use of the MCVS and of TIS logos.
- b) Use of credits stating the following: *“This project has been funded by the Training Initiatives Scheme managed by the Malta Council for the Voluntary Sector”*.
- c) The font Arial must be used when quoting this sentence⁴.

3.5 NGO Co-Financing Fund (NCF)

- a) Use of the MCVS, NGO Co-Financing Scheme and Ministry logos.

² The translated Maltese credits state the following: *“Dan il-proġett ġie ffinanzjat permezz tal-iskema “Youth Voluntary Service” amministrata mill-Kunsill Malti għas-Settur tal-Volontarjat”*.

³ The translated Maltese credits and disclaimer state the following: *“Dan il-proġett ġie ffinanzjat permezz tal-Voluntary Organisations Project Scheme amministrat mill-Kunsill Malti għas-Settur tal-Volontarjat f’isem il-Ministeru Għall-Inkluzjoni, Il-Volontarjat u D-Drittijiet Tal-Konsumatur. Din il-pubblikazzjoni/Dan il-proġett t/jirrifletti biss il-veduti u l-ħsiebijiet tal-pubblikaturi/awturi, u l- Kunsill Malti għas-Settur tal-Volontarjat ma jistax jinżamm responsabbli għall-kontenut jew għall-użu li jista jsir minn dan l-istess kontenut.”*

⁴ The translated Maltese credits state the following: *“Dan il-proġett ġie ffinanzjat permezz ta’ “Training Initiatives Scheme” amministrata mill-Kunsill Malti għas-Settur tal-Volontarjat”*.

The Official logos of the Malta Council for the Voluntary Sector and the respective financial schemes are provided in Annex 1 of this document.

The beneficiary shall acknowledge the grant support received under the particular funding scheme in any document disseminated or published, in any product or material produced with the grant support, and in any statement or interviews given, in relation to the funded project/scheme. The acknowledgement shall be followed by a disclaimer stating that the content of any publication is the sole responsibility of the publisher and that neither the particular funding scheme, nor the MCVS are liable for any issue arising from the information.

The beneficiary shall have the ownership of the title; the industrial and intellectual property rights resulting from the project; the reports; other documents and materials resulting from it. The beneficiary shall, however, grant the MCVS the right to use as they deem fit the results produced directly by or deriving from the project.

4. Marketing Concepts

It is imperative that the beneficiaries implement all the marketing outputs included in the respective application form, whilst also endorsing the branding concepts of the MCVS and respective funding schemes. One should also include these concepts as part of the preparatory activities such as the procurement procedures.

The marketing outputs should be aimed in creating adequate visibility for the specific funding schemes within the national community. The target audience should vary from the general public, to the participants of the projects, always keeping in mind an inclusive approach for individuals with different abilities. The marketing actions should be designed to **engage** the target audience and the national community, **communicate** a simple message reflecting the salient content of the project and promote **participation** of individuals through an inclusive approach.

The marketing outputs should be disseminated through a variety of marketing tools such as local newspapers, television, e-newspapers, billboard, banners, Facebook, Twitter, organisation websites, you tube videos, project documents, signage and other marketing materials and merchandise.

A main marketing activity such as the launch or the closing of the project should be included in the overall marketing strategy in which officials of MCVS and MIVC are involved according to the specific scheme. When the participation of either representatives of MCVS and/or MIVC are required, which participation is encouraged, the respective fund official is to be involved at an early stage of the organisation of the event to engage the respective participation.

The reporting on the marketing actions should be composed of narrative description, photos (e.g. of billboards, bus-shelters, etc.), screen shots of digital material and also submission of the products produced throughout the project (e.g. T-shirts, books, flyers etc.).

5. Branding Procedures

Since the official logos of the MCVS are being used it is important that marketing material is published according to the established guidelines.

As a general rule the logos should be placed in the following order (where applicable):

- Malta Council for the Voluntary Sector logo - **Footer Far Left**
Funding Scheme logo - **Middle**.
Ministry logo - **Footer Far Right**.
- **Credits and Disclaimer text where applicable** - Bottom of the page.

It is important to note that since official logos of the Ministry and MCVS are being used, the marketing material should be sent to the respective funding scheme official for endorsement prior to printing and/or dissemination. A stipulated period of at least five working days is to be respected prior to expecting the receipt of feedback or approval of the branded products.

It is the responsibility of the beneficiary organisation to act according to these guidelines.

The logos in high resolution are provided by the respective scheme Officers. Translated version of the logos and the credits will also be provided and these standardised versions shall be used throughout the initiatives.

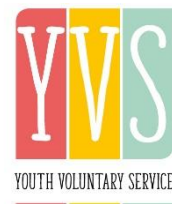
6. Conclusion

The marketing materials used in all funding schemes should assist in dissemination of the content of the project, recruitment of individuals and engagement of the general public. It is important to note that should the beneficiaries encounter any other issues that were not outlined in these guidelines, the Funding Officers of the specific Schemes will be able to assist accordingly.

Should any marketing material, printed or otherwise, not be compliant with the above specifications, such material may be considered as an **ineligible cost**, which means that the relative cost will be deducted from the overall grant given by the particular funding scheme. Also, should the event/publication etc. falling under the granted project not be given the necessary marketing coverage, MCVS reserves the right to take the necessary financial corrections with regards to the project grant.

ANNEX 1

Official Logos:



GOVERNMENT OF MALTA
MINISTRY FOR INCLUSION,
VOLUNTARY ORGANISATIONS
AND CONSUMER RIGHTS

ANNEX 2

The following diagrams represent visual examples that can be used to produce marketing material:

