

MAKERS' TOOLKIT

Publicity Toolkit

Simple, low-cost ways to get your community through the door.

Your Fun Palace is **yours**. You know your neighbours, your venue and your local news better than anyone - so you're the expert. Use these ideas as a starting point, then make them your own.

Questions about publicity, locally or nationally? Email hello@funpalaces.co.uk.



Your publicity kit

Everything you need to start telling people about your Fun Palace. Find them all at funpalaces.co.uk/makers-toolkit/resources/publicity-toolkit.

TEMPLATES AND RESOURCES

What	What it's for
Ready-made copy (Word)	Short and long descriptions of Fun Palaces for your website, listings and leaflets.
Press release template (Word)	Fill in the gaps to tell local journalists what's happening, where and why it matters.
Letter to your MP or councillor (Word)	Invite your MP, MSP, Member of the Senedd or local councillor along.
Posters, flyers and logos	Print-at-home posters, invitations and the Fun Palaces logo pack.
Photo library	Photos you're welcome to use - please credit the photographer.
Brand guidelines	Colours, fonts and logos, so your Fun Palace looks part of the movement.
Media consent form (Word)	For anyone you photograph or film.

When to start

As soon as you've signed up, you've started. Here's how it usually builds.

1 When you have a date and venue Start telling people. Don't worry if you don't know exactly what will happen yet - that's part of the fun.	2 Six to eight weeks before Your main push: posters up, listings in, press release out and social posts going.	3 On the day, and after Decorate, share photos with #FunPalaces, and invite everyone to make their own next time.
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Who do you want to come?

Fun Palaces are for everyone. When everybody has the chance to make and take part, culture and communities get better for all of us. Think about who you'd love to see there - and who might not hear about it unless you go and find them.

Where should you advertise?

Start with where you hear about local events: a friend or neighbour, local listings and newsletters, community websites and groups, social media, and posters in shop windows, libraries and noticeboards. Word of mouth is still the most powerful of all.

Your key message

Whether it's a poster, a post or a press release, keep sharing the practical stuff: **who, what, when, where and how**.

Then pick **three short ideas** you want people to remember - what's surprising, unique or irresistible about your Fun Palace - and use them everywhere.

Lines to borrow

- Sharing skills, connecting communities, creating tiny revolutions
- A weekend of community-led events at Brockwell Lido
- Discover the hidden stories of Leith at the Leith Fun Palace
- Come and visit the world's only Fun Palace in a forest
- Learn a brilliant new skill from your neighbour

Photos that pull people in

A handful of great photos (up to eight) will carry your publicity a long way.

- **Colour and light.** Bright, well-lit pictures stand out.
- **Faces.** People are drawn to people - especially with big expressions.
- **Show what will happen.** Snap the people involved trying out their activity, or set up a mini photo shoot.
- **Use your setting.** An iconic local spot makes a brilliant backdrop.
- **Print quality.** Around 300dpi (roughly 1MB) is perfect for posters.

Nothing suitable yet? Use the [Fun Palaces photo library](#) or the Fun Palaces logo. Taking your own? Ask permission first with the media consent form.

Posters, flyers and banners

Posters and flyers all around your area are still one of the best ways to let people know. Think shop windows, libraries, cafés, surgeries, community centres and noticeboards.

- [Download the poster and flyer templates](#) and add your own details.
- Every Fun Palace can ask for **printed posters and leaflets** - email alicia@funpalaces.co.uk.
- Make it easy for everyone to read with the accessible poster.



Working with the press

Local newspapers, radio, TV and blogs love a community story. Find the journalist most likely to be interested - someone who's covered similar events, or an arts, culture or community editor.

1. **Email first.** Send your press release with a short, friendly note about your Fun Palace.
2. **Follow up.** No reply after a few days? Give them a call.
3. **Know your three key points.** What's the unique thing about your Fun Palace?
4. **Know what you're asking for.** A listing, an interview, or a photographer on the day?
5. **Know what you can offer.** Photos, people to interview, a great picture opportunity.

How far ahead to get in touch

Who	When
Weekly newspapers	4-6 weeks before
Daily newspapers	1-2 weeks before
TV news	2-3 weeks before
Radio	1-2 weeks before
Blogs	2-3 weeks before

Many papers and websites also have free listings you can add your Fun Palace to yourself - aim for about four weeks ahead.

Social media

Some Fun Palaces set up their own accounts; others use their venue's or organisation's. Either works - what matters is posting regularly and replying to people.

#FunPalaces

Put the hashtag on all your publicity and use it every time you post. It lets everyone share and celebrate what's happening - and gives the whole movement one loud, collective voice, especially over the weekend.

Instagram

Great for photos and short videos. Aim for a post a day in the run-up, and use Stories whenever something's happening.

Facebook

Good for longer updates, events and local groups. Post regularly and answer questions - people often ask the practical stuff here.

Write for the Fun Palaces blog

Made or visited a Fun Palace? Share the story on the [Maker Stories](#) blog, then share the link everywhere.

Follow Fun Palaces and tag us: [Instagram](#) · [Facebook](#) · [Bluesky](#) · [Threads](#) · [LinkedIn](#) · [YouTube](#)

On the day: three ways to join the movement

Your Fun Palace is part of something much bigger. These three things help everyone see it.

1. **Can everybody see a logo?** Put up the Fun Palaces banner and poster, especially near entrances and exits, so everyone who comes knows they're part of it.
2. **Share it with #FunPalaces.** Post what's happening, tag Fun Palaces and use the hashtag. Display it somewhere big so visitors do the same.
3. **What about next year?** Everyone who comes could be a future Maker. Hand out the Skill Share postcards (they'll be posted to you) so people know how to get involved.

Invite your decision makers

Fun Palaces show off the creativity of local communities - and there's no better way to show the people who shape our cultural landscape than inviting them along.

Invite your **MP, MSP, Member of the Senedd or local councillors**. Rather than just sending an email, why not make an artistic invitation - whatever that means to you - and share a photo of it on social media? Delivering it by hand makes a great picture for the local paper, too.

Top tip: early September is a great time to deliver it, when MPs are back from summer recess and before party conference season. There's a template letter in your publicity kit.

Want a hand?

Questions about publicity, locally or nationally? The Support Hub is happy to help. You'll also get regular email updates - and now and then a request for a photo, a quote or an interview. A few minutes of your time helps tell the story of the whole movement and inspires the next Makers.

Email hello@funpalaces.co.uk or visit funpalaces.co.uk/makers-toolkit/resources.