



Poets&Writers

Readings & Workshops Grantee Toolkit

Welcome! This toolkit is intended to help Readings & Workshops Mini-Grant, Reading Series Grant, and Festival Grant recipients leverage their association with Poets & Writers in their event planning and promotion, as well as provide basic tips for a successful event.

(If you're a potential grant applicant, you'll want to download our [Applicant Toolkit](#) first. Please also be sure you've reviewed the [Guidelines](#) and [FAQ](#). For background information about the Readings & Workshops program, see the main [Readings & Workshops](#) page and "[The Heart of Poets & Writers](#)," from the March/April 2020 issue of *Poets & Writers Magazine*.)

Credit Lines & Logos

Because Readings & Workshops is a regranting program, you'll need to credit both Poets & Writers and our funders in your event publicity. Please refer to your grant approval e-mail, which indicates which support statement/credit line you should use. Then visit our [Credit Lines & Logos](#) page to download the appropriate logos to include in promotions for your events.

How to Talk about Your Readings & Workshops Grant

In addition to using the correct support statement and logos in your event publicity, you are free to share any of the following information about Poets & Writers when talking about your event:

Founded in 1970, Poets & Writers is the nation's leading nonprofit organization serving creative writers with a mission to foster the professional development of poets and writers, to promote communication throughout the literary community, and to help create an environment in which literature can be appreciated by the widest possible public.

Each year, tens of thousands of poets, fiction writers, and creative nonfiction writers benefit from P&W's programs, which include its eponymous magazine; a dynamic, information-rich website; financial support for literary events like this one; and sponsorship of several notable writing prizes and awards.

Since its inception, Poets & Writers has provided fees to writers who give readings or conduct writing workshops. The program currently supports hundreds of writers each year participating in events taking place throughout New York. Learn more at pw.org.

Sharing on Social Media

- Tag Poets & Writers on [Twitter](#) and [Instagram](#) @poetswritersinc and [Facebook](#) @PoetsAndWriters
- Use this hashtag in your promotions and photos: #litfunding

Publicity & Promotion Tips

- Include the correct support statement/credit line, as noted in your approval e-mail, on all print and electronic announcements, including flyers, e-newsletters, website announcements and the like.
- Include the correct logos, as indicated in your grant approval e-mail, on all publicity. Logos may be downloaded [here](#).
- Add your events to Poets & Writers' [Literary Events Calendar](#). It's easier for us to promote events that have a calendar listing.
- Please be sure to share: E-mail us at rw-east@pw.org, and tag us as you share promotions online!

Community Partnerships

Most events can benefit from community partnerships. Working with one or more community partners can help make sure your event meets the needs of your community and extends your reach. A community partner may be able to help amplify your messaging, attract a larger audience, and expand awareness of your organization. Below are a few examples of potential community partners:

- | | |
|---|---------------------------------|
| • bookstores | • senior centers |
| • public libraries | • community centers |
| • arts councils | • social service organizations |
| • arts nonprofits | • hospitals |
| • museums | • rehab or crisis centers |
| • local high school English teachers | • correctional facilities |
| • state, county, or city poet laureates | • parks |
| • creative writing departments at community colleges and universities | • churches, synagogues, mosques |
| • writing groups | • theatres |
| • small presses | • reading series |
| • coffee shops or pubs | • veterans groups |

When you call or write to a potential partner, be sure to state: "We have received support for this event from Poets & Writers, the nation's leading nonprofit serving creative writers."

Reporting

Within thirty days after the event, both the event organizer and writer must submit a brief event report through our online system. The report should take no more than twenty minutes to complete. Your reports help us demonstrate the value of the Readings & Workshops program to funders and enable us to continue to offer support to writers and organizations hosting literary events.

Visit our [Submit Reports](#) page to get started.

Questions? Contact Us

Readings & Workshops staff is here to answer questions related to completing an application, managing a grant, and reporting on your event. We are also available to offer guidance related to event planning and literary community outreach.

Call (212) 226-3586 x226 or e-mail programs@pw.org.