

Readings & Workshops Grantee Toolkit

Welcome! This toolkit is intended to help Readings & Workshops grantees 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 be using. Then visit our [Credit Lines & Logos](#) page to download 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 largest 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 and California, and in the



cities of Atlanta, Chicago, Detroit, Houston, Seattle, New Orleans, Tucson, and Washington, D.C. Learn more at pw.org.

Sharing on Social Media

- Tag Poets & Writers on [Twitter](https://twitter.com/PoetsAndWriters) and [Instagram](https://www.instagram.com/poetswritersinc) @poetswritersinc and [Facebook](https://www.facebook.com/PoetsAndWriters) @PoetsAndWriters
- Use this hashtag in your promotions and photos: #litfunding

Publicity & Promotion Tips

- As mentioned above, include the correct logos, as indicated in your grant approval e-mail, on all publicity. Logos may be downloaded [here](#).
- Include the correct support statement, as noted in your approval e-mail, on flyers and promotions. A small font is okay!
- Reach out with printed promotions and to both traditional and social media for the widest audience.
- 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: Email us at rw-east@pw.org (for events in New York State, Atlanta, Chicago, Detroit, New Orleans, and Washington D.C.) or rw-west@pw.org (for events in California, Seattle, and Tucson), 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 is meeting the needs of your community and having the greatest reach. A community partner can help you design and market your events. Below are a few examples of potential community partners:

- bookstores
- public libraries
- arts councils
- arts nonprofits
- museums
- local high school English teachers
- state, county, or city poet laureates
- creative writing departments at community colleges and universities
- writing groups
- small presses
- coffee shops or pubs that offer readings
- senior centers
- community centers



- social service organizations
- hospitals
- rehab or crisis centers
- correctional facilities
- parks
- churches, synagogues, mosques
- theatres
- reading series
- veterans groups

Be sure to leverage your association with Poets & Writers when approaching a potential community partner.

Reporting

After your P&W–supported event has occurred, event organizers and writers will need to access our online system to fill out an event report. Your reports help us demonstrate the value of the Readings & Workshops program to funders and help us continue to offer support to writers and organizations hosting literary events. Reports are due within thirty days of completion of your event.

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

Questions? Contact Us

Readings & Workshops staff is here to answer questions related to your grant, event reporting, and applying for future funding. We are also available to offer guidance related to event planning and literary community outreach. Please direct your inquiry to the appropriate office:

For events taking place in New York State, Atlanta, Chicago, Detroit, New Orleans, or Washington, D.C., call (212) 226-3586 x225 or e-mail rw-east@pw.org.

For events taking place in California, Houston, Seattle, or Tucson, call (310) 481-7195 or e-mail rw-west@pw.org.

