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ACKNOWLEDGMENT GUIDELINES

Acknowledgement of State financial support of your project within communications and outreach is a *requirement* outlined in your contract to receive Environment and Natural Resources Trust Fund money and the terms and conditions of your work program. It is important for the public to be informed about the support projects receive from this unique source of public money, but it also benefits projects to have a public informed that accomplishments were made possible with the help of public money. Below are general guidelines for projects to follow in complying with this requirement; additionally, LCCMR staff are always willing to consult about individual circumstances on a case-by-case basis.

Funding Source (in most cases) = Minnesota Environment and Natural Resources Trust Fund

The correct source to credit for your project's funding (in all but a few cases – see below) is the “**Minnesota Environment and Natural Resources Trust Fund**”, *not* the Legislative-Citizen Commission on Minnesota Resources (LCCMR). The LCCMR considers project proposals, makes recommendations to the legislature about projects to fund (MS 116P.05, Subd.2), and oversees projects funded; however, the actual source of the funds received is the Minnesota Environment and Natural Resources Trust Fund.

Other Funding Sources = Great Lakes Protection Account, Land & Water Conservation Fund (LAWCON)

Through the LCCMR process a small number of projects secure funding from sources other than the Trust Fund instead of or in addition to money from the Trust Fund. In those unique cases project managers should confer with LCCMR staff about acknowledgment procedures for their projects.

Acknowledgement Guidelines (in most cases):

Different communication vehicles are appropriate for and allow for different lengths and degrees of funding acknowledgement. Minimally, project communications and outreach efforts should acknowledge the **Minnesota Environment and Natural Resources Trust Fund** *either through use of the Trust Fund logo and/or inclusion of attribution language*. As is possible and appropriate, additional detail should be provided as well. Other than the inclusion itself, there are not precise parameters for where and how acknowledgements should be included. Project managers are allowed some flexibility but are advised to use their best judgment to comply with the full intent of this requirement. LCCMR staff should be contacted as any questions arise.

- **LOGO:** As of July 2009, the Environment and Natural Resources Trust Fund has a logo. To maximize public awareness and recognition of this logo, projects are encouraged to display it within their efforts whenever possible and appropriate. The logo can be supplied in color, black and white, or grayscale in whatever file format is desired (.ai, .eps, .jpg, .gif, etc.). Contact LCCMR staff to obtain the form and format you require.
- **ATTRIBUTION LANGUAGE:** Below is language that can act as a baseline for acknowledgement of Trust Fund funding in communication vehicles either allowing for longer messages (e.g. press releases, newsletters) and those requiring shorter messages (e.g. signs, TV, radio). We recognize that specific messages included in communications and outreach should cohere with the parameters of your actual communication vehicle(s) used, intended purpose(s), and primary audience(s). The language below can be pieced together according to what is possible and appropriate for your circumstances. Please contact LCCMR staff with related questions.
 - Communications allowing for longer messages: Publications, press releases, newsletters
 - Minimum: “Funding for this project was provided by the Minnesota Environment and Natural Resources Trust Fund as recommended by the Legislative-Citizen Commission on Minnesota Resources (LCCMR).”
 - Optional (*Please include as appropriate, desired, or allowed by space*):
 - “The Trust Fund is a permanent fund constitutionally established by the citizens of Minnesota to assist in the *protection, conservation, preservation, and enhancement of the state’s air, water, land, fish, wildlife, and other natural resources.*”
 - “Currently 40% of net Minnesota State Lottery proceeds are dedicated to building the Trust Fund and ensuring future benefits for Minnesota’s environment and natural resources.”
 - Communications requiring shorter messages: Signs, TV, radio
 - Minimum: “Funding provided by the Minnesota Environment and Natural Resources Trust Fund”
 - Optional (*Please include as appropriate, desired, or allowed by space*):
 - “...as recommended by the Legislative-Citizen Commission on Minnesota Resources”
 - “...as recommended by the LCCMR”
 - “...a constitutionally-established permanent fund for protecting and enhancing Minnesota’s environment and natural resources”