



ENRTF Acknowledgement Requirements and Guidelines

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Why should you acknowledge the ENRTF?

It is important the public knows about the great work the Environment and Natural Resources Trust Fund (ENRTF) makes possible across the state of Minnesota. Since the citizens of Minnesota created this funding source, it is critical to the transparency of the fund that they are aware of how the funds are used. You play a key role in sharing this message.

Acknowledgement of the ENRTF by funding recipients is a legal requirement outlined in each project's work plan, grant contract with the state (for non-state entities), and in appropriation law:

A recipient of an appropriation from the trust fund under this section must acknowledge financial support from the Minnesota environment and natural resources trust fund in project publications, signage, and other public communications and outreach related to work completed using the appropriation. Acknowledgement may occur, as appropriate, through use of the trust fund logo or inclusion of language attributing support from the trust fund.

Proper acknowledgement of ENRTF funding also helps LCCMR staff amplify your outreach efforts and ensures that LCCMR members can learn about your project's progress through a variety of formats.

When should you acknowledge the ENRTF?

Acknowledgement of the ENRTF should be included in all project communications and outreach – including press releases, media interactions, signs, publications, event advertisements & invitations, websites, newsletters, printed materials, presentations, and social media.

How should you acknowledge the ENRTF?

Acknowledgement can be made through use of the ENRTF logo, attribution language, or by tagging the ENRTF on social media.

Logo

The ENRTF logo is accessible [on our website for download](#). Projects are encouraged to display it within their efforts whenever possible and appropriate. It is available in color, black and white, or grayscale in a variety of file formats (.ai, .eps, .png, .jpg, .gif).



Attribution Language

If choosing to acknowledge ENRTF funding through attribution language, please include at a minimum:

“Funding provided by the Minnesota Environment and Natural Resources Trust Fund.” (verbal)

- or -

“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).”
(written)

We recognize that different communication vehicles allow for different lengths and degrees of funding acknowledgement. If possible and relevant, please also include the following optional language:

“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.”

- and -

“Currently 40% of net Minnesota State Lottery proceeds are dedicated to growing the Trust Fund and ensuring future benefits for Minnesota’s environment and natural resources.”

LCCMR realizes that the inclusion of acknowledgement by third party coverage of your project, such as in news stories, can be beyond a project manager or recipient organization’s control. However, LCCMR asks that all project managers and their organization’s communications staff take it upon themselves to educate the press on how important it is to acknowledge this unique funding source made possible by citizens of Minnesota.

Social Media

Tag us on Facebook ([Minnesota Environment and Natural Resources Trust Fund](#)) and mention us on Twitter ([@mnenrtf](#)) when you post about a project that has been supported by ENRTF. Not only will this fulfill the acknowledgement requirements, but it allows LCCMR to share your project’s accomplishments with our followers, including our commission members.

Unique Circumstances

A small number of projects secure funding through the LCCMR from other sources (for example, the Great Lakes Protection Account) instead of or in addition to money from the ENRTF. In those few unique cases, project managers should confer with LCCMR staff about acknowledgment procedures for their projects.

LCCMR staff are always happy to consult about individual circumstances on a case-by-case basis.