



NCLM INSURANCE POOL GRANT RECIPIENT MEDIA TOOLKIT



WORKING AS ONE.
ADVANCING ALL.



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SHARE YOUR SUCCESS STORY

Receiving a Risk Management Services grant from the Property & Casualty Trust and Workers' Compensation Trust is more than a funding award. It is an investment in the safety, resilience and long-term success of your community. Sharing the news about your grant helps residents, employees, local leaders, and community partners understand how your municipality is proactively addressing risk, improving operations, and creating a safer environment for everyone.

This media toolkit is designed to make sharing your story easy. Whether through a news release, social media post, website update, or community newsletter, we encourage you to celebrate your achievement and help spread awareness of the important work being done to reduce risk, protect public resources and serve your residents more effectively.



HOW TO USE THIS TOOLKIT

- Replace all bracketed text with the municipality's information.
- Confirm the official grant amount, the specific grant funding source (safety grant, soft body armor grant, personnel policy review and revision grant), and the insurance pool (Property & Casualty Trust and/or Workers' Compensation Trust) before publishing.
- Use quotes from the mayor, council members, manager, police or fire chief, HR directors, or other municipal staff as appropriate.
- Share the announcement across your website, social channels, newsletters and media contacts.
- When applicable, add photos of the check presentation, funded equipment, or staff affected by the grant.
 - For example, if the police department is awarded a soft body armor grant, take a photo of police officers wearing the new equipment.



KEY MESSAGES & TALKING POINTS

- This grant supports proactive risk reduction, not just response after a problem occurs.
- The funded project helps protect municipal employees, public assets, and resident safety.
- The grant allows the municipality to invest in practical tools, training or upgrades that may otherwise take longer to fund.
- This project reflects the municipality's commitment to safe, efficient and responsible public service.
- Partnerships with organizations such as NCLM help towns and cities strengthen operations and improve long-term resilience.



PHOTO & VIDEO IDEAS

- Photos of the funded equipment, gear, tools or facility improvements.
- A check presentation or posed group photo with municipal staff and/or elected officials and NCLM staff when applicable.
- Action shots showing the equipment or safety improvement in use.
- A short video from a local official explaining how the funding will improve safety or service.
- Before-and-after visuals if the grant supports facility or infrastructure upgrades.



NEWSLETTER OR EMAIL ANNOUNCEMENT TEMPLATE

[**Municipality Name**] is taking another step to strengthen safety, reduce risk and support dependable public service through a recent grant from the [**Property & Casualty Trust or Workers' Compensation Trust**], administered by the North Carolina League of Municipalities. The [**grant/funding amount**] will support [**project/purchase**], a targeted investment designed to help protect employees, residents, facilities and community operations.

The grant helps [**Municipality Name**] address practical safety needs before they become larger challenges. By investing in equipment, tools, training or facility improvements, we can better manage risks, prevent injuries and maintain the reliable services our residents count on every day.

EXAMPLE

The Town of Leland is taking another step to strengthen safety, reduce risk and support dependable public service through a recent grant from the North Carolina League of Municipalities Property & Casualty Trust, administered by the North Carolina League of Municipalities. The \$5,000 Safety Grant will support the addition of lights and sirens to the town's high-water rescue vehicle, a targeted investment designed to help protect employees, residents and community operations.

The grant will enhance a specialized rescue vehicle that is used to navigate flooded areas during emergency response, rescue and evacuation operations. By improving the vehicle's visibility and ability to alert motorists and residents, the new lights and sirens will help keep first responders and citizens safe while strengthening the town's ability to serve the community during severe weather and flooding events.

The grant helps Leland address practical safety needs before they become larger challenges. By investing in this safety equipment, we can better manage risks, prevent injuries and maintain the reliable services residents count on every day.

ALTERNATE OPTION

With grant funding support from the NC League of Municipalities, [**Municipality Name**] will purchase [**equipment/project**] to improve safety for employees and residents during daily operations. This investment will help staff respond more efficiently, reduce the potential for accidents and strengthen overall risk management. From public works crews and facility teams to police, fire and administrative staff, the project reflects a shared commitment to creating safer work environments and protecting the community services residents rely on.



PRESS RELEASE TEMPLATE

INTRO

FOR IMMEDIATE RELEASE

Contact: **[Name, Title]**

Phone: **[Phone Number]**

Email: **[Email Address]**

TITLE OPTIONS: CHOOSE ONE

- **[Municipality Name]** Receives Grant from NCLM to Support **[Project/Purchase Name]**
- **[Municipality Name]** Awarded NCLM Grant for Safety Improvements
- **[Municipality Name]** Receives Funding from NCLM to Reduce Risk and Strengthen Operations
- **[Municipality Name]** Announces NCLM Grant-Funded Purchase of **[Equipment/Program Name]**

BODY

[Municipality Name], N.C. — **[Municipality Name]** has received a grant in the amount of **[grant amount]** through the **[Property & Casualty Trust or Workers' Compensation Trust]**, administered by the North Carolina League of Municipalities, to support **[brief description of project, equipment, training or improvement]**.

The funding will help **[describe what the grant will purchase or support]** in order to improve safety, reduce risk, strengthen operations and better serve employees and residents.

"[Insert quote from municipal staff about why this investment matters]," said **[Name, Title]**.

[Add one paragraph with local detail.]

EXAMPLES

- The safety grant will fund new work-zone safety equipment for public works crews, ergonomic tools to reduce injuries, facility upgrades, protective gear, or other risk-reduction resources identified by the municipality.
- The soft body armor grant will help fund the purchase of personal safety equipment for police officers in the field.
- The personnel policy review and revision grant will help us ensure that town policies are good.

The insurance pools administered by the North Carolina League of Municipalities help member municipalities access coverage, risk management resources and grant opportunities that support safer workplaces and stronger local operations.

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About the North Carolina League of Municipalities

NCLM is a member-driven organization representing the interests of cities and towns in the state. Through their collective efforts, League member cities and towns better serve their residents and improve quality of life.

For more than 100 years, the League has been one voice for cities and towns working for a better North Carolina.



PRESS RELEASE TEMPLATE (CONTINUED)

EXAMPLE

FOR IMMEDIATE RELEASE

Contact: **[Name, Title]**

Phone: **[Phone Number]**

Email: **[Email Address]**

Town of Leland Awarded NCLM Grant for Safety Improvements

Leland, N.C. — The Town of Leland has received a grant in the amount of \$5,000 through the Property & Casualty Trust, administered by the North Carolina League of Municipalities, to support the addition of lights and sirens to the town's high-water rescue vehicle.

The funding will help equip the vehicle with enhanced emergency warning equipment to improve visibility during rescue and evacuation operations in flooded areas. These upgrades will help improve safety, reduce risk, strengthen emergency response operations and better serve employees and residents.

"This investment helps ensure our team can respond safely and effectively during flooding events, when visibility is often limited and conditions can change rapidly," said **[Name, Title]**. "Adding lights and sirens to our high-water rescue vehicle will enhance our ability to protect both residents and responders during emergency operations."

The Town of Leland's high-water rescue vehicle is specifically designed to navigate flooded roadways and areas that may be inaccessible to conventional emergency vehicles. The safety grant will fund the addition of lights and sirens that improve visibility and awareness during rescue and evacuation operations, helping alert motorists and residents to emergency activity while providing additional protection for first responders working in hazardous conditions.

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SOCIAL MEDIA POSTS

(List the names and titles of people in photos, when applicable. Find NCLM staff at www.nclm.org/people-directory.)

FACEBOOK/LINKEDIN OPTIONS

- We're pleased to share that **[Municipality Name]** has received a grant from the **[Property & Casualty Trust or Workers' Compensation Trust]**, administered by the NC League of Municipalities. This funding will support **[project/purchase]**, helping us improve safety, reduce risk and better serve our community. Thank you to everyone involved in making this project possible.

 **Tag us:** NCLeague on Facebook, NC League of Municipalities on LinkedIn.

- **[Municipality Name]** is proud to be a recipient of a grant from the **[Property & Casualty Trust or Workers' Compensation Trust]**, administered by the NC League of Municipalities. Grant funding will support **[project/purchase]**, helping our team take proactive steps to improve safety, reduce potential risks and better support the employees who serve our community every day. We appreciate this investment in local government and the people who make public service possible.

 **Tag us:** NCLeague on Facebook, NC League of Municipalities on LinkedIn.

- Investing in safety is an investment in our employees, our operations and our community. **[Municipality Name]** has received a grant from the **[Property & Casualty Trust or Workers' Compensation Trust]**, administered by the NC League of Municipalities, to help fund **[project/purchase]**. This funding will support a safer work environment, help reduce risk and ensure our team has the tools and resources needed to serve residents effectively.

 **Tag us:** NCLeague on Facebook, NC League of Municipalities on LinkedIn.

X/TWITTER OPTIONS

- We're excited to share that **[Municipality Name]** has received a grant from NCLM to support **[project/purchase]**. This funding will help improve safety, reduce risk, and support our team's work for the community.

 **Tag us:** @ncleague

- **[Municipality Name]** is proud to receive a grant from NCLM for **[project/purchase]**. This support helps our team work safer and serve residents better.

 **Tag us:** @ncleague

- Investing in safety and service: **[Municipality Name]** has received NCLM grant funding to support **[project/purchase]**.

 **Tag us:** @ncleague

- Safety matters. With support from an NCLM grant, **[Municipality Name]** will fund **[project/purchase]** to help reduce risk and support our local team.

 **Tag us:** @ncleague



SOCIAL MEDIA POSTS (CONTINUED)

INSTAGRAM CAPTIONS

- Exciting news for **[Municipality Name]**! We've received a grant from NCLM to help fund **[project/purchase]**. This investment supports safer operations and better service for our employees and residents. Thank you to everyone involved in making this project possible.
Tag us: @nc.league
- We're grateful for this investment in **[Municipality Name]**. Thanks to a grant from NCLM, we'll be able to move forward with **[project/purchase]**, supporting safer operations and improved service for employees and residents.
Tag us: @nc.league
- Safety starts with support. **[Municipality Name]** has received a grant from NCLM to help fund **[project/purchase]**—an investment that will support our staff, reduce risk and benefit residents.
Tag us: @nc.league

FOLLOW US ON SOCIAL MEDIA!



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For more than 100 years, the N.C. League of Municipalities has been one voice for cities and towns working for a better North Carolina.





Working as one. Advancing all.



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