

BUREAU OF JUSTICE ASSISTANCE FACT SHEET

MARKETING AND PROMOTING BJA-FUNDED TRAININGS

Training courses supported through Bureau of Justice Assistance (BJA) grants or technical assistance should be branded as such in advertising materials and course materials. Following are general guidelines for marketing and promoting your BJA-funded course.



Christina Morillo/pexels

Don't:

- State that trainers are Office of Justice Programs (OJP) or BJA trainers.
- State that opinions presented in the training are those of OJP or BJA.
- Market or promote the course without approval from your BJA Program Manager.

Do:

- Brand the course as a BJA-supported course.
- Use the approved [BJA PowerPoint template](#).
- Prominently display the BJA logo with the OJP seal on all marketing and promotional materials (e.g., web pages, e-newsletters, social media posts, infographics) if the course was developed with BJA funding or delivery is supported by BJA funding. Please refer to the BJA Branding Guidelines for additional information.
- State that the training is supported by BJA in any marketing and promotional materials and note when participation is tuition-free thanks to BJA funding.
- Utilize the approved [BJA PowerPoint Template](#).

- When possible, notify the local U.S. Attorney's Office that a BJA-funded class will be taking place in their district.
- Include the standard BJA disclaimer and reference your award number(s):

This project was supported by Grant [or Contract] No. <AWARD NUMBER> awarded by the Bureau of Justice Assistance. The Bureau of Justice Assistance is a component of the Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, the Office for Victims of Crime, and the Office of Sex Offender Sentencing, Monitoring, Apprehending, Registering, and Tracking. Points of view or opinions in this training are those of the presenter(s) and do not necessarily represent the official position or policies of the U.S. Department of Justice.



- Write an article about the course for the News From BJA e-newsletter. Make sure your course is included as a link or description, on the BJA Events page.
- Be consistent with branding the course as both sponsored by BJA and developed by your organization.
- Create social media content for BJA's Twitter, Facebook, and YouTube channels, such as infographics about the course, video clips, or quotes featuring feedback from course attendees.
- Submit panel proposals to relevant conferences in collaboration with your BJA Program Manager.
- Have your marketing and promotion plan approved by your BJA Program Manager and the BJA Communications Director.

ABOUT BJA

BJA helps America's state, local, and tribal jurisdictions reduce and prevent crime, lower recidivism, and promote a fair and safe criminal justice system. BJA provides a wide range of resources—including grants, funding, and training and technical assistance—to law enforcement, courts and corrections agencies, treatment providers, reentry practitioners, justice information sharing professionals, and community-based partners to address chronic and emerging criminal justice challenges nationwide. To learn more about BJA, visit bja.ojp.gov or follow us on Facebook (www.facebook.com/DOJBJA) and Twitter (@DOJBJA). BJA is a component of the Department of Justice's Office of Justice Programs.