



EMPOWERING

POSSIBILITIES

A GIVING DAY FOR OC NEIGHBORS WITH DISABILITIES

POWERED BY

reveille 

Orange County
Community
Foundation 

GiveGab 

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MARKETING ASSETS & BEST PRACTICES

MARKETING ASSETS & BEST PRACTICES

USE THE CREATIVE AND STRATEGIC MARKETING BEST PRACTICES THROUGHOUT THIS TOOLKIT TO HELP DRIVE FRIENDS AND SUPPORTERS TO YOUR ORGANIZATION'S DONATION PAGE.

How to Promote the Empowering Possibilities campaign:

Use the Empowering Possibilities logo on your organization's website and via Facebook, Twitter, Instagram, Pinterest, etc. All marketing channels can utilize the elements provided in this toolkit.



MARKETING ASSETS & BEST PRACTICES

WEB ADS

Use a web ad from the media gallery on your website. Choose one that best fits your organization's mission and programs. You can start this right away to begin building awareness.



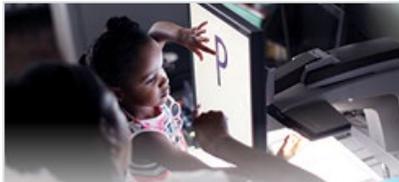
MARKETING ASSETS & BEST PRACTICES

Web Ads | 245 x 200px



**EMPOWERING
POSSIBILITIES**
A DIVING DAY FOR DC NEIGHBORS WITH DISABILITIES
24 HOURS. 13 ORGANIZATIONS. 1 CAUSE.
MAY 11

[LEARN MORE](#)



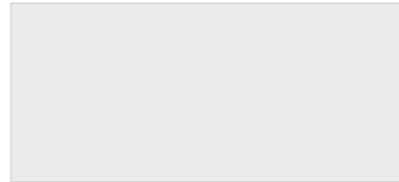
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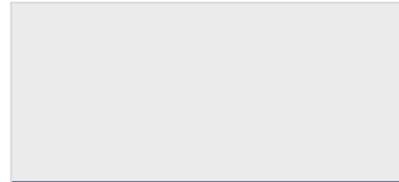
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MARKETING ASSETS & BEST PRACTICES

Web Ads | 300 x 600px



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MARKETING ASSETS & BEST PRACTICES

Web Ads | 455 x 70px



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EMPOWERING POSSIBILITIES
A GIVING DAY FOR DC NEIGHBORS WITH CHALLENGES

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MARKETING ASSETS & BEST PRACTICES

Web Ads | 475 x 150px



MARKETING ASSETS & BEST PRACTICES

ENEWSLETTER/ EBLAST

Create a banner or dedicated message in all of your organization's e-communications. Use social media toolkit images for the header or footer of your e-communications. We've also provided email signatures for use while you promote your campaign.



MARKETING ASSETS & BEST PRACTICES

eNewsletter/eBlast | 650 x 225px



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A BONUS DAY FOR US TO GIVE BACK WITH CHARITABLES



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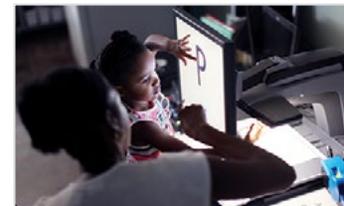
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MARKETING ASSETS & BEST PRACTICES

Email Signature | 505 x 100px



MARKETING ASSETS & BEST PRACTICES

SOCIAL COVERS & SOCIAL PROFILE IMAGES

- Change the cover photo on your organization's Facebook page to the Empowering Possibilities graphic.
- Update your organization's default Facebook image.
- Promote posts to increase engagement and drive traffic to your campaign landing page.
- Drive Facebook users to your campaign donation page through link click ads targeting potential donors.
- Start the conversation by creating a schedule of posts to consistently push "friends and fans" to remember to give and support your organization.
- Be sure to like and reply to each comment thanking those who post to your organization's Facebook page. Remember, social media is a two-way street.
- Invite people to join in or donate by tagging or mentioning them on Facebook.
- Use hashtags
#EMPOWERINGPOSSIBILITIESOC



MARKETING ASSETS & BEST PRACTICES

Social Covers | 851 x 315px



Social Profile Images | 360 x 360px



MARKETING ASSETS & BEST PRACTICES

FACEBOOK ADVERTISING

- As a best practice, Facebook ads that include images with less than 20% text perform better. We suggest that text is succinct and clear in any ads that you create on your own. More information is available at <https://www.facebook.com/business/help/980593475366490?id=1240182842783684>.
- Boost posts to reach larger audiences. If a post is performing well organically, utilize some of your social media advertising budget to boost it even further!
- Target local social media users who may not be familiar with your organization to increase awareness via link click ads to your donation page.
- Run Facebook page like ads to increase the size of your Facebook fan base.



MARKETING ASSETS & BEST PRACTICES

Facebook 20% Text Images | 1080 x 1080px

These assets also work for Instagram, Twitter and LinkedIn



Results Posts | 1080 x 1080px

Results posts will be provided upon final count.



MARKETING ASSETS & BEST PRACTICES

SOCIAL MEDIA GRAPHICS

TWITTER

- Schedule tweets and promote your organization's custom donation page.
- Use hashtag **#EMPOWERINGPOSSIBILITIESOC**
- Tag your organization's brand ambassadors in a tweet with your custom link to spread the word about the Empowering Possibilities campaign.
- Thank everyone who mentions **#EMPOWERINGPOSSIBILITIESOC** and tags your organization in a tweet.

INSTAGRAM

- Post a series of images each week leading up to the 24-hour period and during the Empowering Possibilities campaign.
- Ask your organization's followers to post images with the hashtags **#EMPOWERINGPOSSIBILITIESOC** to show how they've donated or supported your organization.
- Boost posts to reach larger audiences. If a post is performing well organically, utilize some of your social media advertising budget to boost it even further!

LINKEDIN

- Post a series of images each week leading up to the 24-hour period and during the Empowering Possibilities campaign.
- Use hashtag **#EMPOWERINGPOSSIBILITIESOC**
- Boost posts to reach larger audiences. If a post is performing well organically, utilize some of your social media advertising budget to boost it even further!



MARKETING ASSETS & BEST PRACTICES

Instagram Story Graphics | 1080 x 1920px



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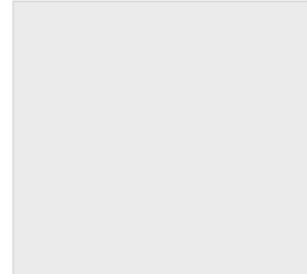
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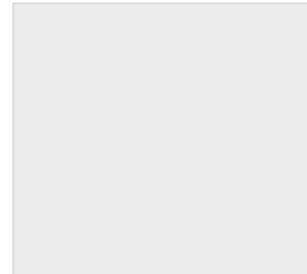
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MARKETING ASSETS & BEST PRACTICES

CUSTOMIZABLE GRAPHICS

BANNER IMAGES AND SOCIAL MEDIA POSTS

Use a blank banner ad from the media gallery to customize regarding your organization's awareness. Choose one that best fits your audience. You can start this right away to promote your partnership with Empowering Possibilities.

- Create a banner, ad or post to highlight your organization's partnership.
- Maintain design layout by adding your logo into the specific blank space.
- Promote custom posts to increase engagement and drive traffic to your organization's landing page.



MARKETING ASSETS & BEST PRACTICES

eNewsletter/eBlast | 650 x 225px



13 OC AGENCIES COMING TOGETHER TO RAISE **\$150,000** FOR OC NEIGHBORS WITH DISABILITIES ON **MAY 11**

EMPOWERING POSSIBILITIES & **NONPROFIT LOOD AREA**
A REGIONAL NETWORK OF ORGANIZATIONS WITH COMMON GOALS



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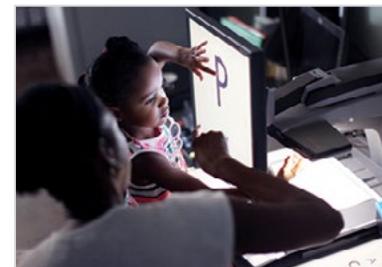
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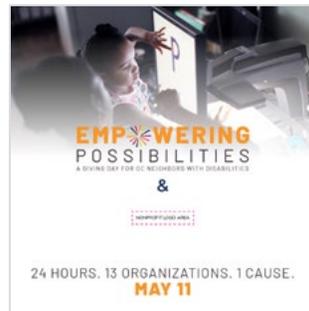
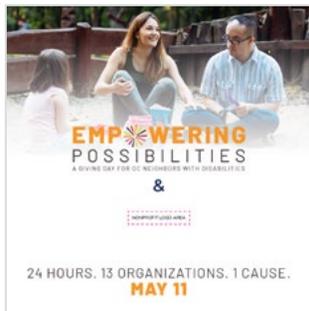


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MARKETING ASSETS & BEST PRACTICES

Social Media Graphics | 1080 x 1080px



MARKETING ASSETS & BEST PRACTICES

OTHER IDEAS

VIDEO

Use a video to promote the event to your organization's audiences on websites, social media sites and internal communications channels.

WORD OF MOUTH

Ask current and former board members, donors, prospective donors, staff and volunteers to promote the event to five of their friends, family and co-workers via email, social media, etc.

PERSONAL EMAIL CAMPAIGN

Start a personal email campaign to raise awareness of the Empowering Possibilities campaign. Email five people the URL link to your dedicated donation page and ask them to forward to five more people, etc.

VOICEMAIL

Change outgoing voicemail messages on greetings, staff lines and cell phones to remind people about the Empowering Possibilities campaign.

TALK ABOUT THE EMPOWERING POSSIBILITIES CAMPAIGN

Announce and discuss the Empowering Possibilities campaign with staff, board, donors, volunteers and constituents in all meetings.

BE CREATIVE AND HAVE FUN!

The more the opportunity to be a part of something big is shared, the more your organization can benefit.



SAMPLE CAPTIONS

CAPTION #1:

INSTAGRAM

We're thrilled to be a part of the annual collaborative effort #EmpoweringPossibilitiesOC, a giving day to assist OC neighbors with disabilities. We've partnered with 12 amazing organizations to raise \$150K that will make lasting change in the community. Save the date for May 11 and visit the link in our bio to donate and learn more. #EmpoweringPossibilitiesOC #GivingDay

FACEBOOK + LINKEDIN

We're thrilled to be a part of the Empowering Possibilities Giving Day on May 11. We're teaming up with 12 organizations in Orange County to assist residents of OC with disabilities. Join us! We're aiming to raise \$150K to meet the needs of the community, so donate today! [Link here](#) #EmpoweringPossibilitiesOC #GivingDay

TWITTER

Orange County needs your help in raising \$150K to assist our OC neighbors with disabilities. Visit [link here](#) to donate! #EmpoweringPossibilitiesOC #GivingDay

CAPTION #2 (SHORTER VERSION):

INSTAGRAM + FACEBOOK + LINKEDIN

Join us for the Empowering Possibilities Giving Day, a 24-hour fundraiser to assist OC's neighbors with disabilities. Our goal is \$150K. Any support makes a difference, so please donate today. [Link here](#) #EmpoweringPossibilitiesOC #GivingDay

TWITTER

Orange County is counting on you! Help us reach our goal of raising \$150K to help OC's neighbors with disabilities. Visit the link in bio to donate! #EmpoweringPossibilitiesOC #GivingDay



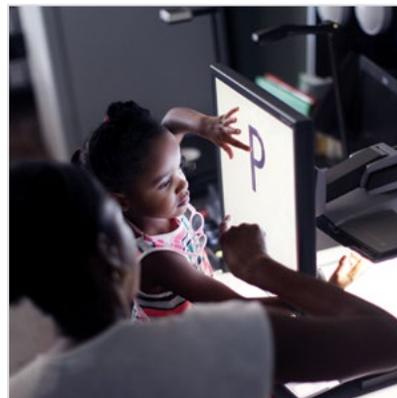
APPENDIX

STYLE GUIDE

Provided are guidelines to ensure the correct and consistent use of the brand identity system while creating your own ads and banners. By implementing this style guide you are enforcing the Empowering Possibilities brand while displaying your organizations partnership awareness.

Empowering Possibilities is a humanistic campaign focusing on organization-centric photography. All photography should be presented with a focus on the subjects to best depict the impact of the organizations.

- Imagery should remain dominant with 1/3 of the composition given for copy on all assets.
- All copy should utilize the font family, Barlow, with weight and point size variation for hierarchy.



TYPEFACE

BARLOW

AaBbCcDdEeFfGgHhIiJjKk

LlMmNnOoPpQqRrSsTt

UuVvWwXxYyZz12345678910



[DOWNLOAD BARLOW](#)

COLOR PALETTE



DIGITAL

R: 198 | G: 30 | B: 83
HEX: C61D53



DIGITAL

R: 211 | G: 106 | B: 119
HEX: D36976



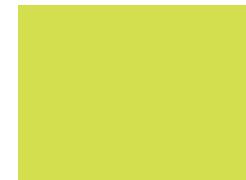
DIGITAL

R: 248 | G: 151 | B: 42
HEX: F7972A



DIGITAL

R: 27 | G: 52 | B: 101
HEX: 1B3364



DIGITAL

R: 211 | G: 223 | B: 78
HEX: D2DF4E



DIGITAL

R: 77 | G: 66 | B: 72
HEX: 4C4147

CANVA STEP-BY-STEP GUIDE

Free and easy way to customize your own social graphics. What is Canva? Canva is a free design website that allows you to easily create social graphics and more for your use! You can upload your own pictures or use theirs (*for a small fee*) to enhance the images that your company uses to promote itself. This tool is a perfect resource to create custom organization branded graphics.

STEP 1:

- Sign on to [canva.com](https://www.canva.com). Create an account if you haven't already. Choose Facebook Post as the type of image you want to create. (*Note that you can do this for any of the types of images they list.*)



STEP 2:

- Drag and drop both the giving day image and your logo into your browser, or you can use the upload button on the left of the screen to upload an image. When both items appear in your menu, drag the background image onto your canvas and resize it to fit the space allotted.



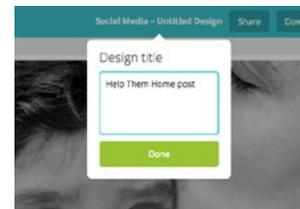
STEP 3:

- Drag your logo onto the canvas. Resize your logo to fit in the white box.
 - *If the pink (*your logo here*) still shows underneath your logo follow these additional steps.
 - **3a.** Click on "Elements" located in the menu on the left. Choose "Shapes."
 - **3b.** Select the first rectangle that appears and drag it onto your canvas. Size it to cover up the pink text and create a nice white space for your logo.
 - **3c.** Place your logo on top of the white box.



STEP 4:

- Name your image by clicking on "Untitled" on the top, and typing in your desired name.
- To save the image click "Download" at the top and choose a file type. Then use your image on social media!



For more information and more detailed resources visit [canva.com](https://www.canva.com).

APPENDIX

CAMPAIGN IMAGERY



reveille 
WAKE UP YOUR BRAND