EMPOWERING POSSIBILITIES

A GIVING DAY FOR OC NEIGHBORS WITH DISABILITIES

POWERED BY

reveille

Orange County Community Foundation

GiveGab®

TABLE OF CONTENTS

Marketing Assets & Best Practices ..... PAGE 3

Style Guide ..... PAGE 29

Canva: Step-by-Step Guide ..... PAGE 30

Campaign Imagery ..... PAGE 31

DOWNLOAD ASSETS

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.

DIGITAL MARKETING PILLARS

Community

Your community is the most valuable asset you have. Nurture it, and create advocacy by amplifying its voice. Build relationships in your community by fostering engagement.

Digital Burnout

People are constantly bombarded by messages. If you want to see results, you must continuously integrate new strategies and stay up to date with the latest trends.

Authenticity

When you're creating new content, be sure to show your audience who you really are as a brand and reflect your values in the stories you tell. Very few brands naturally have authenticity, but we know that everyone is aiming for it.

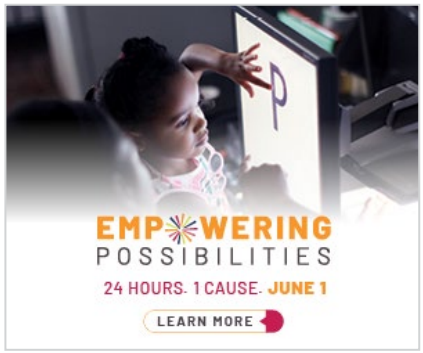
MARKETING ASSETS & BEST PRACTICES

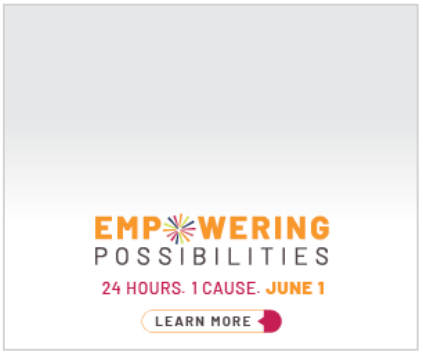
WEB ADS

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

MARKETING ASSETS & BEST PRACTICES

Web Ads | 300 x 250px





MARKETING ASSETS & BEST PRACTICES

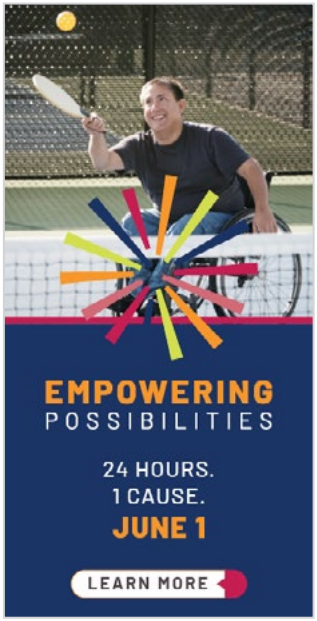
Web Ads | 336 x 280px

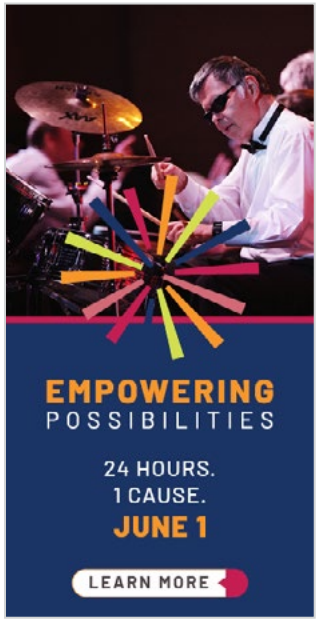
MARKETING ASSETS & BEST PRACTICES

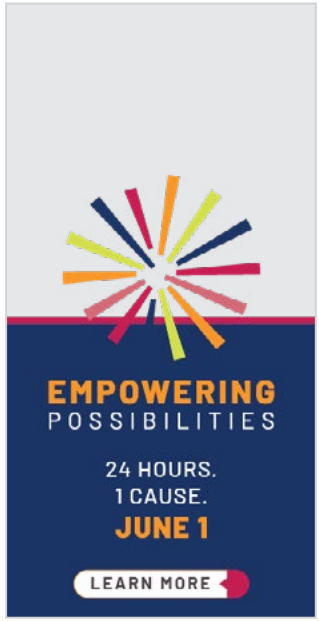
Web Ads | 728 x 90px

MARKETING ASSETS & BEST PRACTICES

Web Ads | 300 x 600px

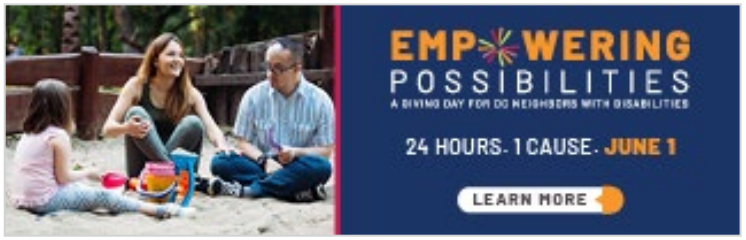


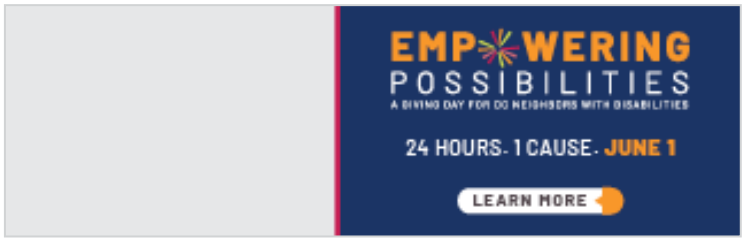




MARKETING ASSETS & BEST PRACTICES

Web Ads | 320 x 100px





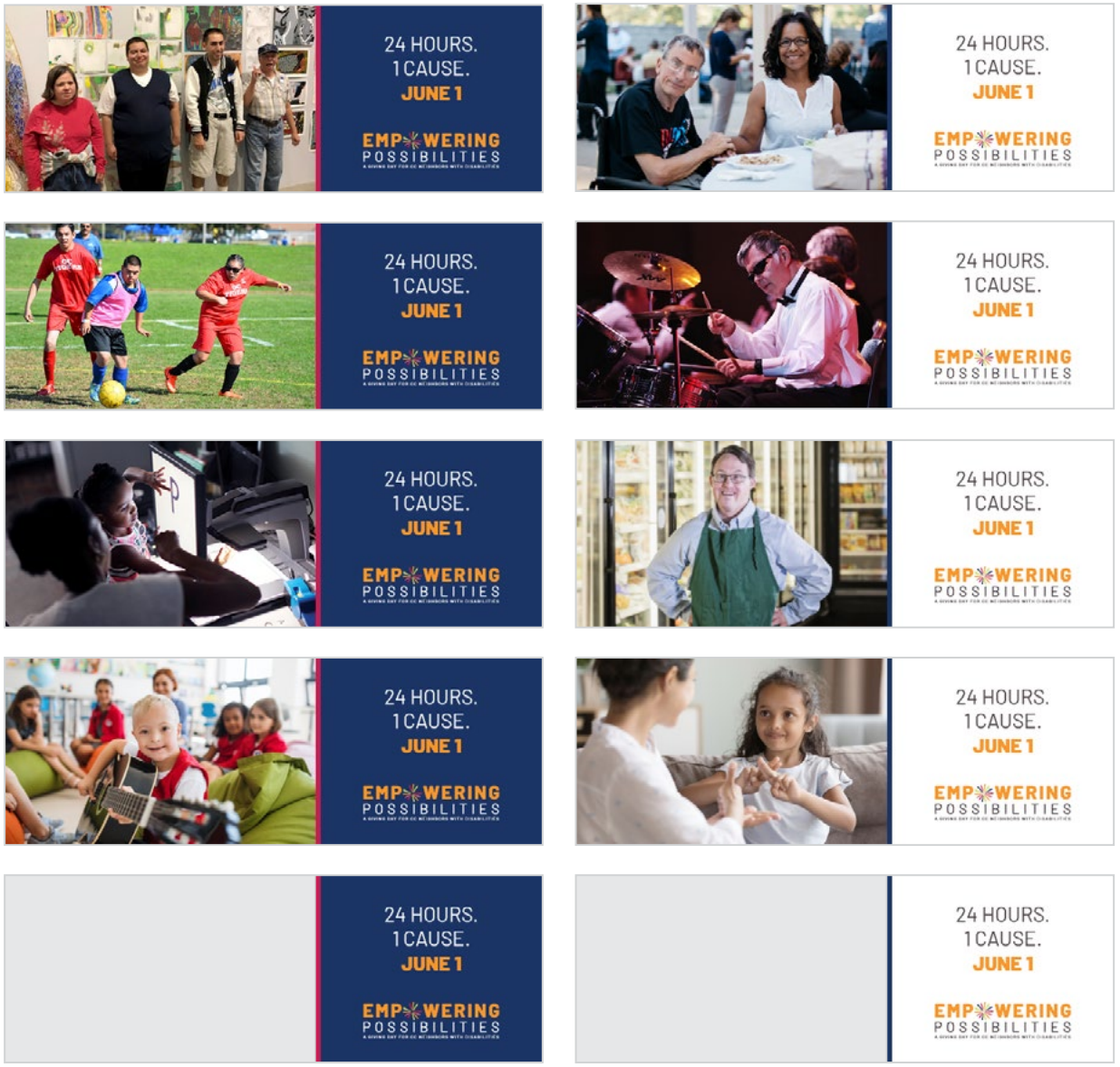
MARKETING ASSETS & BEST PRACTICES

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



MARKETING ASSETS & BEST PRACTICES

Email Signature | 428 x 100px

Donate Button | 405 x 110px

MARKETING ASSETS & BEST PRACTICES

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 hashtag **#EMPOWERINGPOSSIBILITIESOC**

MARKETING ASSETS & BEST PRACTICES

Create Engaging Copy

- Make sure your copy matches your visual.
- Tell a story—and be authentic!
- Some of the best ad copy written uses simple language without complicating things.
- Instagram + Facebook captions stay between 80–150 characters.

Campaign + Budget

- Schedule ads to go live at midnight to optimize the budget throughout the 24-hour cycle.
- Run engagement-focused campaigns that promote like, share, and follow to create more authentic engagement.
- Boost organic posts that are performing well.
- Create a posting schedule where you can update the dates and times with the type of content so you can stay on top of all.

MARKETING ASSETS & BEST PRACTICES

META *(formerly Facebook)* ADVERTISING

Know Exactly Who You Are Targeting

- Create audiences based on users who engage with your posts and stories to make sure you're getting the message in front of the right audience.
- Create look-alike audiences based on your existing lists.
  - Read more about this here

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 hashtag **#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

Meta *(Facebook)* **Image Graphics** | 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

Instagram Portrait | 1080 x 1350px

MARKETING ASSETS & BEST PRACTICES

Instagram Story Graphics | 1080 x 1920px

Instagram Sticker | 2000 x 2000px

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.

eNewsletter/eBlast | 650 x 225px

MARKETING ASSETS & BEST PRACTICES

Social Media Graphics | 1080 x 1080px

NEW WAYS TO ENGAGE

Use Video: Reels + Stories

If you've checked out any social media recently, you might have noticed that video content is often placed at the top of your feed. This is because many algorithms favor video content. After all, it keeps people's attention longer than text or photos. Create authentic stories and engage with your audience differently—especially Gen Z.

- **Capture attention early:** Meta recommends that you start with your most captivating and attention-grabbing content, incorporate the tone of your brand into your posts and use compelling language in your headlines.
- **Be clear about your message:** Ask yourself, "What do I want viewers to remember?"
- **Design for sound off:** Add captions or text to tell your story visually.
- **Pro tip:** Repurpose video across all channels.

Direct Messages

According to Meta, most engagement actually happens in DMs. People find interesting content in their feed, then share that with their close connections in private chats. That avoids judgment and backlash, but it also means that people aren't as engaged in Meta as they once were.

- Create conversation-focused posts and encourage people to direct message to continue the conversation.
- For paid ads, use click-to-message ads to drive messages on Meta that link to Messenger. It's a great way to build more direct connections, via the messaging platforms that people are already using.

MARKETING ASSETS & BEST PRACTICES

OTHER IDEAS

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.

MARKETING ASSETS & BEST PRACTICES

PHOTO + VIDEO BEST PRACTICES

From email marketing to social media and website graphics, quality photography should be a pillar of your brand strategy. Nowadays, you don't need to hire a photographer to get high-quality images for your marketing efforts. With the latest technology built into your smartphone, you can achieve professional-looking photos and videos just by using your phone.

- **Lens:** Wipe your lens off before taking photos.
- **Focus:** To ensure that your subject is in focus as best as possible, all you have to do is tap it.
- **Portrait Mode:** This takes focus to the next level, creating a crystal-clear image of your subject.
- **Lighting:** When taking photos, make sure to use a flash or take pictures in well-lit areas. Shadows can be tricky to work with.
- **Simplify the shot:** Don't overcomplicate it and include a ton of subjects and detail.

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 other amazing organizations to raise $100K that will make lasting change in the community. Save the date for June 1 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 June 1. We're teaming up with other organizations in Orange County to assist residents of OC with disabilities. Join us! We're aiming to raise $100K to meet the needs of the community, so donate today! **Link here** #EmpoweringPossibilitiesOC #GivingDay

TWITTER

Orange County needs your help in raising $100K 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 $100K. 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 $100K to help OC's neighbors with disabilities. Visit the link in bio to donate! #EmpoweringPossibilitiesOC #GivingDay

APPENDIX

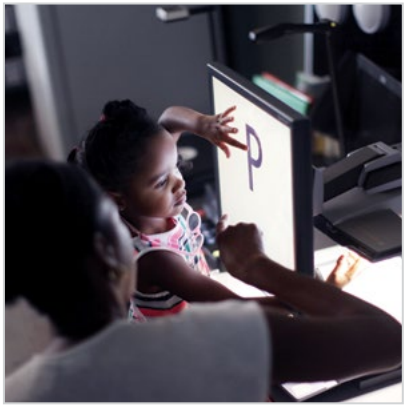
APPENDIX

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

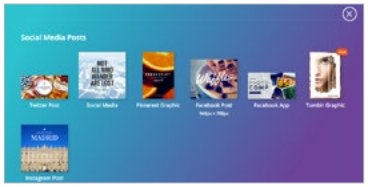
DIGITAL
R: 77 | G: 66 | B: 72
HEX: 4C4147

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.

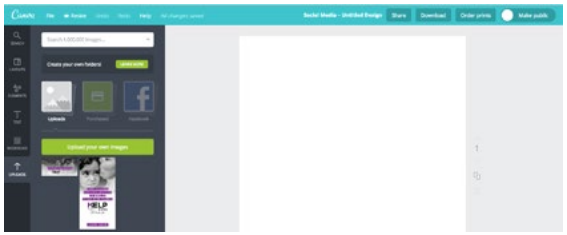
STEP 1:

- Sign on to canva.com. 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.)*



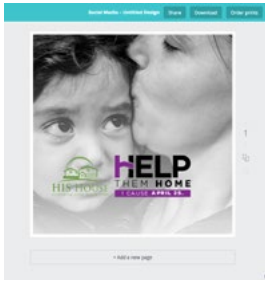
STEP 2:

- 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.



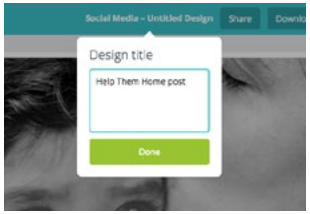
STEP 3:

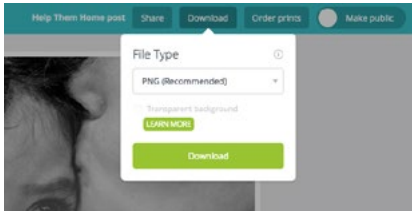
- Drag your logo onto the canvas. Resize your logo to fit in the white box.
  **If the pink (your logo here) still shows underneath your logo follow these additional steps.*
  - **3a.** Click on "Elements" located in the menu on the left. Choose "Shapes."
  - **3b.** Select the first rectangle that appears 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.

CAMPAIGN IMAGERY

reveille
WAKE UP YOUR BRAND