THE FUTURE IS WORKING
A GIVING DAY TO DEVELOP A STRONGER WORKFORCE FOR ORANGE COUNTY

POWERED BY
reveille
Orange County Community Foundation
GiveGab®
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USE THE CREATIVE AND STRATEGIC MARKETING TIPS BELOW TO HELP DRIVE FRIENDS AND SUPPORTERS TO YOUR ORGANIZATION’S DONATION PAGE.

How to Promote the Future is Working campaign:
Use the Future is Working logo on your organization’s website and via Facebook, Twitter, Instagram, Pinterest etc. All marketing channels can utilize the elements provided in this toolkit.

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 start building awareness.

Sample Posts - Find a full library of assets at the end of this toolkit.
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.

Sample Posts - Find a full library of assets at the end of this toolkit.

#FUTUREWORKOC | PAGE 5
FACEBOOK COVERS & PROFILE

- Change the cover photo on your organization’s Facebook page to the Future is Working graphic.
- Update your organization’s default Facebook image.
- Promote posts to increase engagement and drive traffic to your campaign landing page.
- Boost your organization’s Future is Working posts to reach more of your Facebook fans.
- Run Facebook page like ads to increase your Facebook fan following.
- 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 comment and thank 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 #FUTUREWORKOC.

Sample Posts - Find a full library of assets at the end of this toolkit.
FACEBOOK ADVERTISING

- Be sure any custom images you are promoting via Facebook fall within Facebook’s 20% rule. Here’s the checker
  https://www.facebook.com/ads/tools/text_overlay
- 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.

Sample Posts - Find a full library of assets at the end of this toolkit.
BLANK BANNER IMAGES AND POST GRAPHICS

Use a blank banner ad from the media gallery to customize your organization’s awareness. Choose one that best fits your audience. You can start this right away to promote your partnership with Future is Working.

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

Sample Posts - Find a full library of assets at the end of this toolkit.
**MARKETING IDEAS (CONTINUED)**

**TWITTER**
- Schedule tweets and promote your organization’s custom donation page.
- Use hashtag #FUTUREWORKOC
- Tag your organization’s brand ambassadors in a tweet with your custom link to spread the word about the Future is Working campaign.
- Thank everyone who mentions #FUTUREWORKOC 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 Future is Working campaign.
- Ask your organization’s followers to post images with the hashtags #FUTUREWORKOC to show how they’ve donated or supported your organization.

**VIDEO**
Use a video to communicate the event to your organization on websites, social media sites and internal communications channels.

Sample Posts - Find a full library of assets at the end of this toolkit.
INSTAGRAM/ FACEBOOK STORIES

Share unique and important news with followers quickly and easily with Instagram and Facebook stories. While only visible for 24 hours, you are able to ensure your brand presence throughout the day by posting engaging content to your stories. If a story performs well, highlight it to your Instagram page to ensure the message is received for as long as you need. Be sure to integrate tools the platform provides, such as a “donate now” button, trivia, gifs, etc., to increase engagement opportunities.

Tip: You can add a Facebook story directly from your Instagram account if you link both business profiles.

Sample Posts - Find a full library of assets at the end of this toolkit.
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 E-MAIL CAMPAIGN
Start a personal email campaign to raise awareness of the Future is Working 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 Future is Working campaign.

TALK ABOUT THE FUTURE IS WORKING CAMPAIGN
Announce and discuss the Future is Working 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.
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 Future is Working brand while displaying your organizations partnership awareness.

Future is Working 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, ITC Franklin Gothic, with weight and point size variation for hierarchy.

TYPEFACE

GOTHAM
AaBbCcDdEeFfGgHhIiJjK-kLIMmNnOoPp QqRrSsTtUuVvW-wXxYyZz12345678910

RIFT SOFT
AABBCCDDEEFFGGHHIIJJKKLLMMNN00PP
QORSSTTUUVVWWXXYYZZ12345678910

COLOR PALETTE

DIGITAL
R: 239 | G: 70 | B: 80
HEX: #EF4650

DIGITAL
R: 39 | G: 170 | B: 225
HEX: #27AAE1

DIGITAL
R: 146 | G: 39 | B: 143
HEX: #92278F

DIGITAL
R: 65 | G: 64 | B: 66
HEX: #414042
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.
7 ORGANIZATIONS ARE COMING TOGETHER TO RAISE $70,000 TO SUPPORT THE DEVELOPMENT OF A STRONGER WORKFORCE

MARCH 12
Facebook 20% Rule Promoted Images | 1080 x 1080px
Facebook 20% Rule Promoted Images | 1200 x 444px
Facebook 20% Rule Promoted Images | 1200 x 628px
ORGANIZATIONS ARE COMING TOGETHER TO RAISE $70,000 TO SUPPORT THE DEVELOPMENT OF A STRONGER WORKFORCE

MARCH 12
7 ORGANIZATIONS ARE COMING TOGETHER TO RAISE $70,000 TO SUPPORT THE DEVELOPMENT OF A STRONGER WORKFORCE

MARCH 12
Results posts will be provided upon final count.
ASSET SNAPSHOT (CONTINUED)

Social Media Instagram Stories | 1080 x 1920px
24 HOURS 7 ORGANIZATIONS 1 CAUSE MARCH 12

Organizations are coming together to raise $70,000 to support the development of a stronger workforce.

MARCH 12
Campaign Imagery