



# IGNITING POTENTIAL

A GIVING DAY TO SUPPORT THE YOUTH  
OF ORANGE COUNTY

POWERED BY

reveille 

  
Orange County  
Community  
Foundation

GiveGab<sup>®</sup>

# TABLE OF CONTENTS

Marketing Assets & Best Practices.....	PAGE 3
Style Guide.....	PAGE 25
Canva: Step-by-Step Guide.....	PAGE 26
Campaign Imagery.....	PAGE 27



**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 Igniting Potential campaign:

Use the Igniting Potential 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

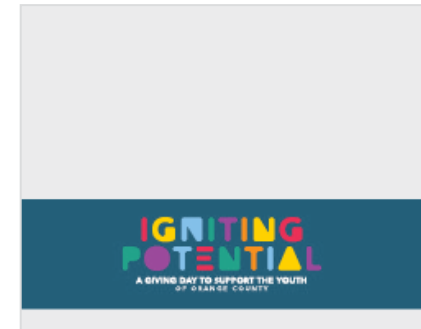
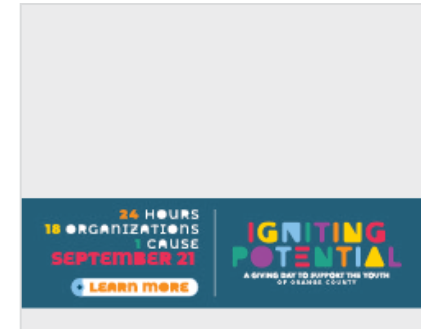
Use a web ad from the media gallery on your website. Choose one that best fits your organization's mission and programs. You can start this right away to begin building awareness.





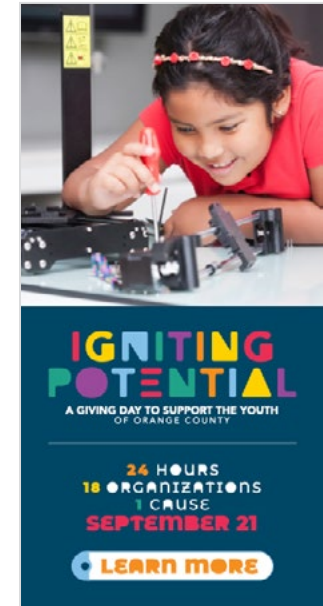
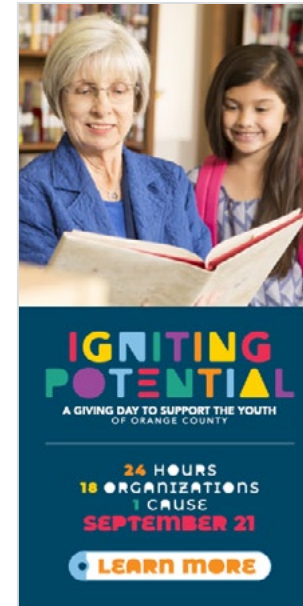
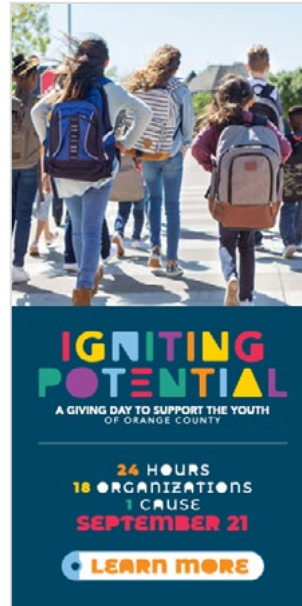
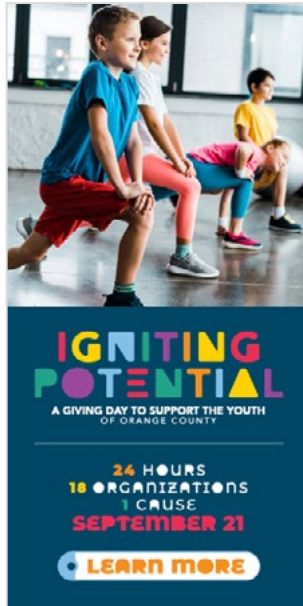
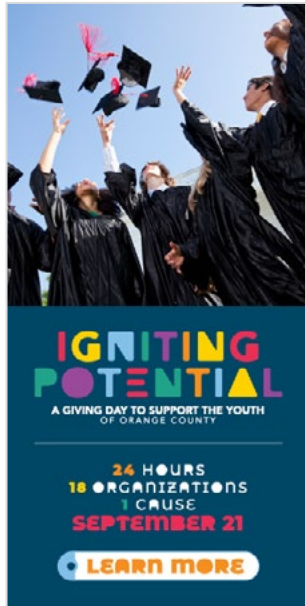
# MARKETING ASSETS & BEST PRACTICES

Web Ads | 245 x 200px



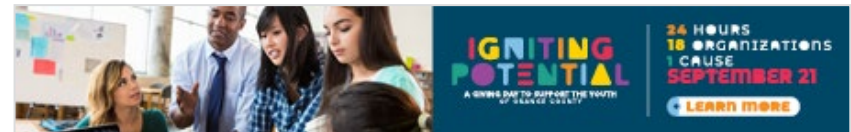
# MARKETING ASSETS & BEST PRACTICES

Web Ads | 300 x 600px



# MARKETING ASSETS & BEST PRACTICES

Web Ads | 455 x 70px





# MARKETING ASSETS & BEST PRACTICES

Web Ads | 475 x 150px



# MARKETING ASSETS & BEST PRACTICES

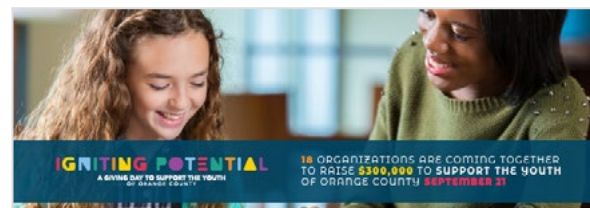
## ENEWSLETTER/ EBLAST

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





# MARKETING ASSETS & BEST PRACTICES

Email Signature | 565 x 100px



## SOCIAL COVERS & SOCIAL PROFILE IMAGES

- Change the cover photo on your organization's Facebook page to the Igniting Potential 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 **#IGNITINGPOTENTIALOC**



# MARKETING ASSETS & BEST PRACTICES

## Social Covers | 851 x 315px



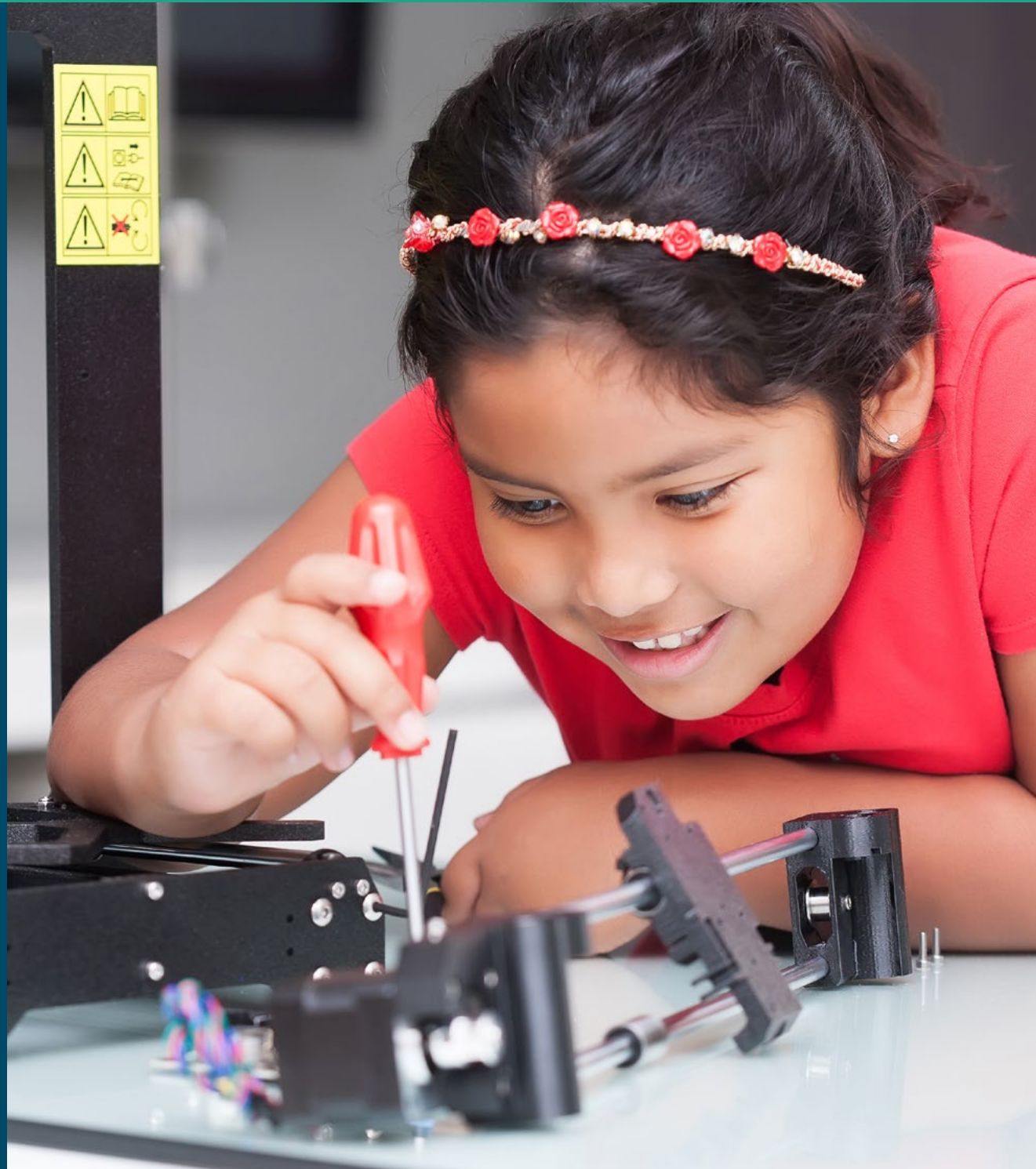
## Social Profile Images | 360 x 360px





## 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 **#IGNITINGPOTENTIALOC**
- Tag your organization's brand ambassadors in a tweet with your custom link to spread the word about the Igniting Potential campaign.
- Thank everyone who mentions **#IGNITINGPOTENTIALOC** 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 Igniting Potential campaign.
- Ask your organization's followers to post images with the hashtags **#IGNITINGPOTENTIALOC** 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

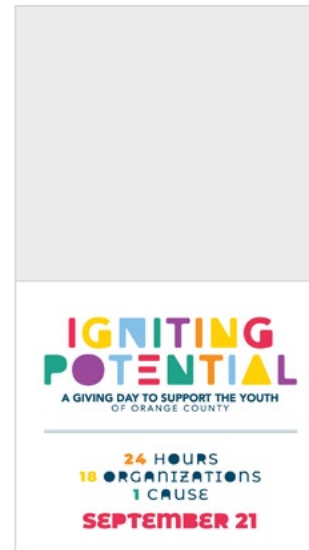
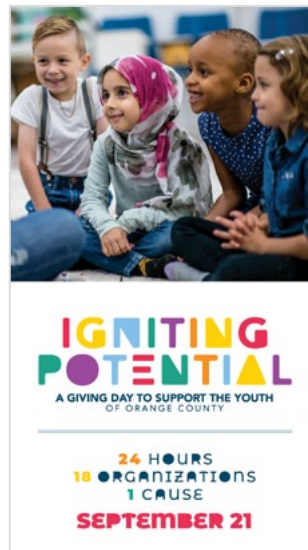
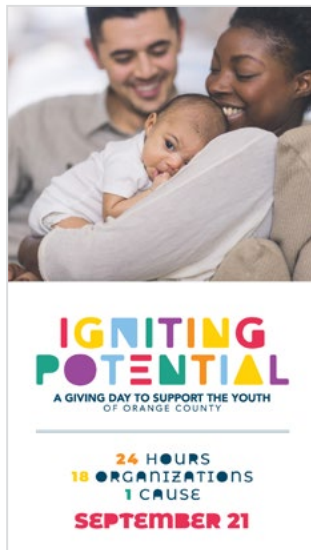
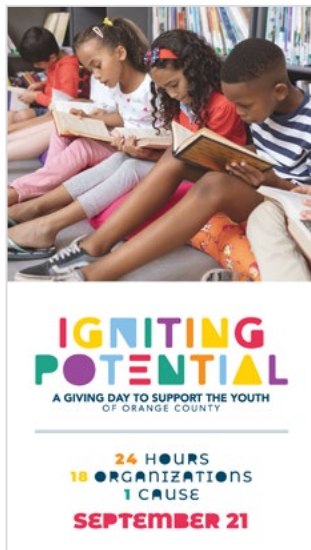
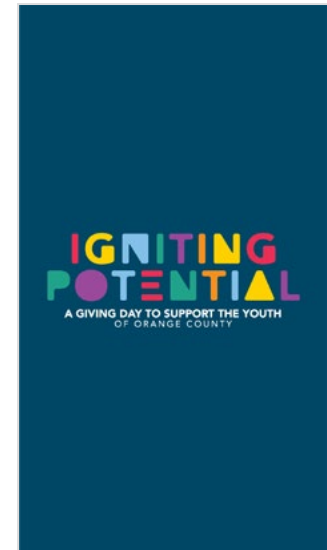
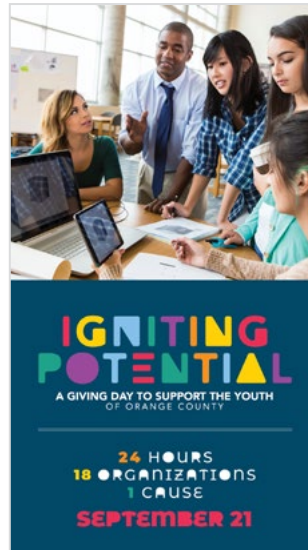
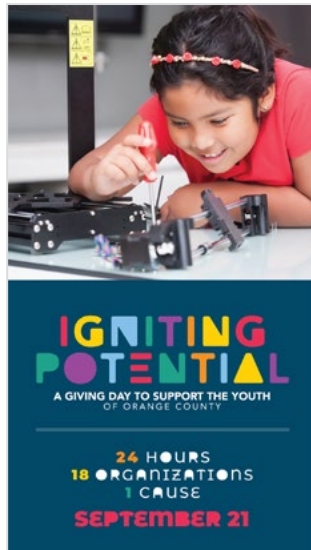
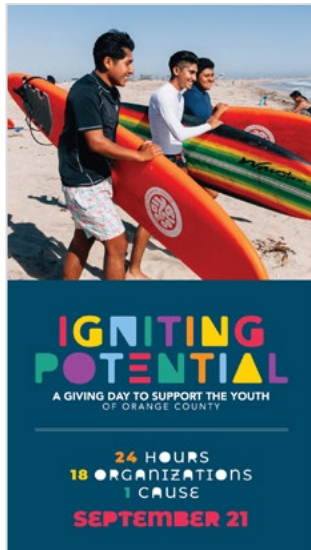
- Post a series of images each week leading up to the 24-hour period and during the Igniting Potential campaign.
- Use hashtag **#IGNITINGPOTENTIALOC**
- Boost posts to reach larger audiences. If a post is performing well organically, utilize some of your social media advertising budget to boost it even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





# MARKETING ASSETS & BEST PRACTICES

Instagram Story Graphics | 1080 x 1920px



## 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 Igniting Potential.

- 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

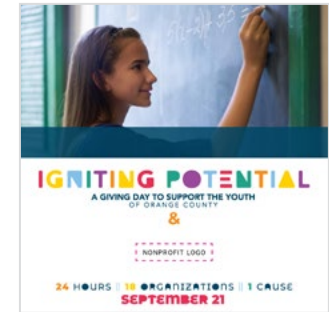
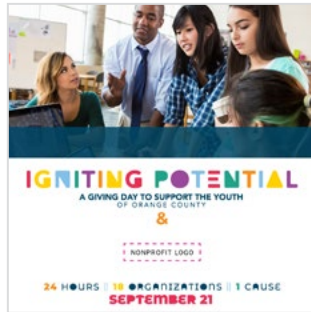
eNewsletter/eBlast | 650 x 225px





# 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 Igniting Potential 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 Igniting Potential campaign.

### TALK ABOUT THE IGNITING POTENTIAL CAMPAIGN

Announce and discuss the Igniting Potential 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 #IGNITINGPOTENTIALOC. It's a Giving Day when 18 youth-focused nonprofits are partnering to raise \$300K that will make lasting change in the community. Save the date for September 21 and visit the link in our bio to donate and learn more. #IgnitingPotentialOC #GivingDay

#### FACEBOOK + LINKEDIN

We're thrilled to be a part of the Igniting Potential Giving Day on September 21, when 18 nonprofits that support youth development in Orange County are teaming up. We're aiming to raise \$300K to support children and teens in our community, so donate today! [Link here](#) #IgnitingPotentialOC #GivingDay

#### TWITTER

Orange County needs your help in raising \$300K to assist local nonprofits that support the youth of Orange County. Visit [link here](#) to donate! #IgnitingPotentialOC #GivingDay

### CAPTION #2 (SHORTER VERSION):

#### INSTAGRAM + FACEBOOK + LINKEDIN

Join us for Igniting Potential, a 24-hour Giving Day to support youth in OC. Our fundraising goal is \$300K. Any support makes a difference, so please donate today. [Link here](#) #IgnitingPotentialOC #GivingDay

#### TWITTER

18 nonprofits in OC are counting on you! Help us reach our goal of raising \$300K to help youth in the community. Visit the link in bio to donate! #IgnitingPotentialOC #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 Igniting Potential brand while displaying your organizations partnership awareness.

Igniting Potential is a humanistic campaign focusing on student-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, Montserrat Alternates, with weight and point size variation for hierarchy.



## TYPEFACE

### MONTSERRAT ALTERNATES

**AaBbCcDdEeFfGgHhIiJjKk**

**LlMmNnOoPpQqRrSsTt**

**UuVvWwXxYyZz12345678910**



**DOWNLOAD MONTSERRAT  
ALTERNATES**

## COLOR PALETTE



R: 234 | G: 47 | B: 86  
HEX: #EA2F56



R: 255 | G: 209 | B: 00  
HEX: #FFD100



R: 131 | G: 192 | B: 233  
HEX: #83C0E9



R: 33 | G: 163 | B: 138  
HEX: #21A38A



R: 155 | G: 72 | B: 155  
HEX: #9B489B



R: 247 | G: 144 | B: 30  
HEX: #F7901E



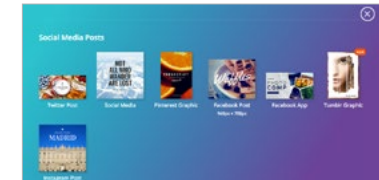
R: 0 | G: 72 | B: 103  
HEX: #004867

## 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://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.



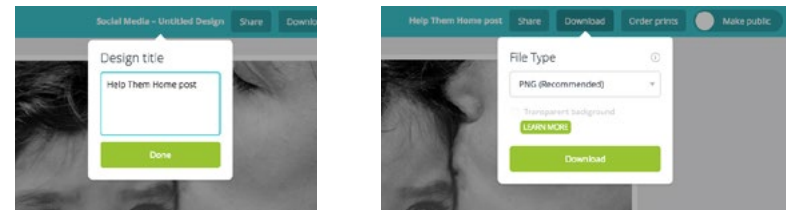
### STEP 3:

- 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://canva.com).



## CAMPAIGN IMAGERY

