



**Protect &**  
*Preserve*

A Giving Day to Sustain  
the Ecosystems of Orange County

**POWERED BY**  
**reveille** 

  
Orange County  
**Community**  
Foundation

**GiveGab**®

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**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 Protect & Preserve campaign:

Use the Protect & Preserve 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.



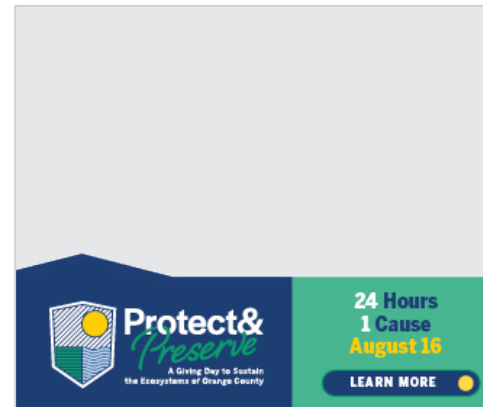
# MARKETING ASSETS & BEST PRACTICES

Web Ads | 300 x 250px



# MARKETING ASSETS & BEST PRACTICES

Web Ads | 336 x 280px





# MARKETING ASSETS & BEST PRACTICES

Web Ads | 728 x 90px



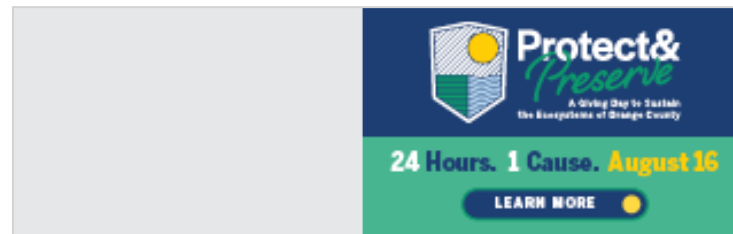
# MARKETING ASSETS & BEST PRACTICES

Web Ads | 300 x 600px



# MARKETING ASSETS & BEST PRACTICES

Web Ads | 320 x 100px





# MARKETING ASSETS & BEST PRACTICES

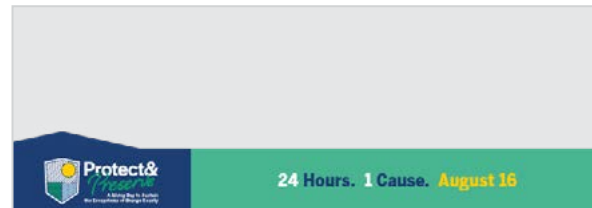
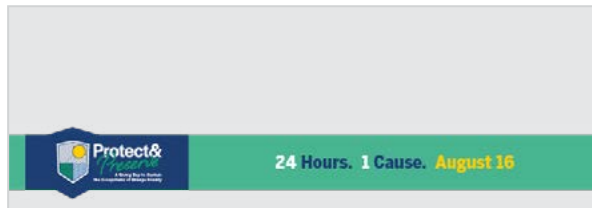
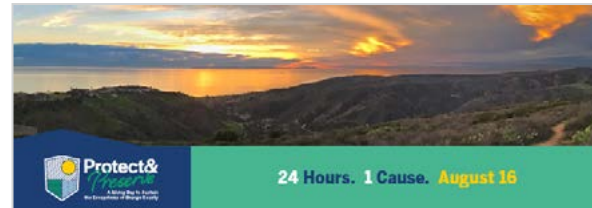
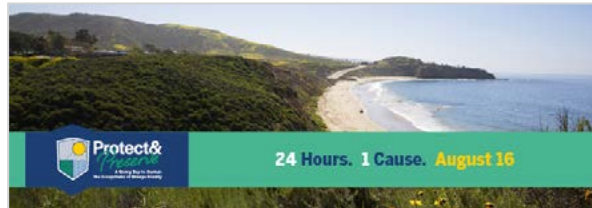
## **ENEWSLETTER/ EBLAST**

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 | 400 x 110px



Donate Button | 405 x 110px





# MARKETING ASSETS & BEST PRACTICES

## SOCIAL PROFILE IMAGES

- Change the cover photo on your organization's Facebook page to the Protect & Preserve 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 **#PROTECTANDPRESERVEOC**



## 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 **#PROTECTANDPRESERVEOC**
- Tag your organization's brand ambassadors in a tweet with your custom link to spread the word about the Protect & Preserve campaign.
- Thank everyone who mentions **#PROTECTANDPRESERVEOC** 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 Protect & Preserve campaign.
- Ask your organization's followers to post images with the hashtag **#PROTECTANDPRESERVEOC** 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 Protect & Preserve campaign.
- Use hashtag **#PROTECTANDPRESERVEOC**
- 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



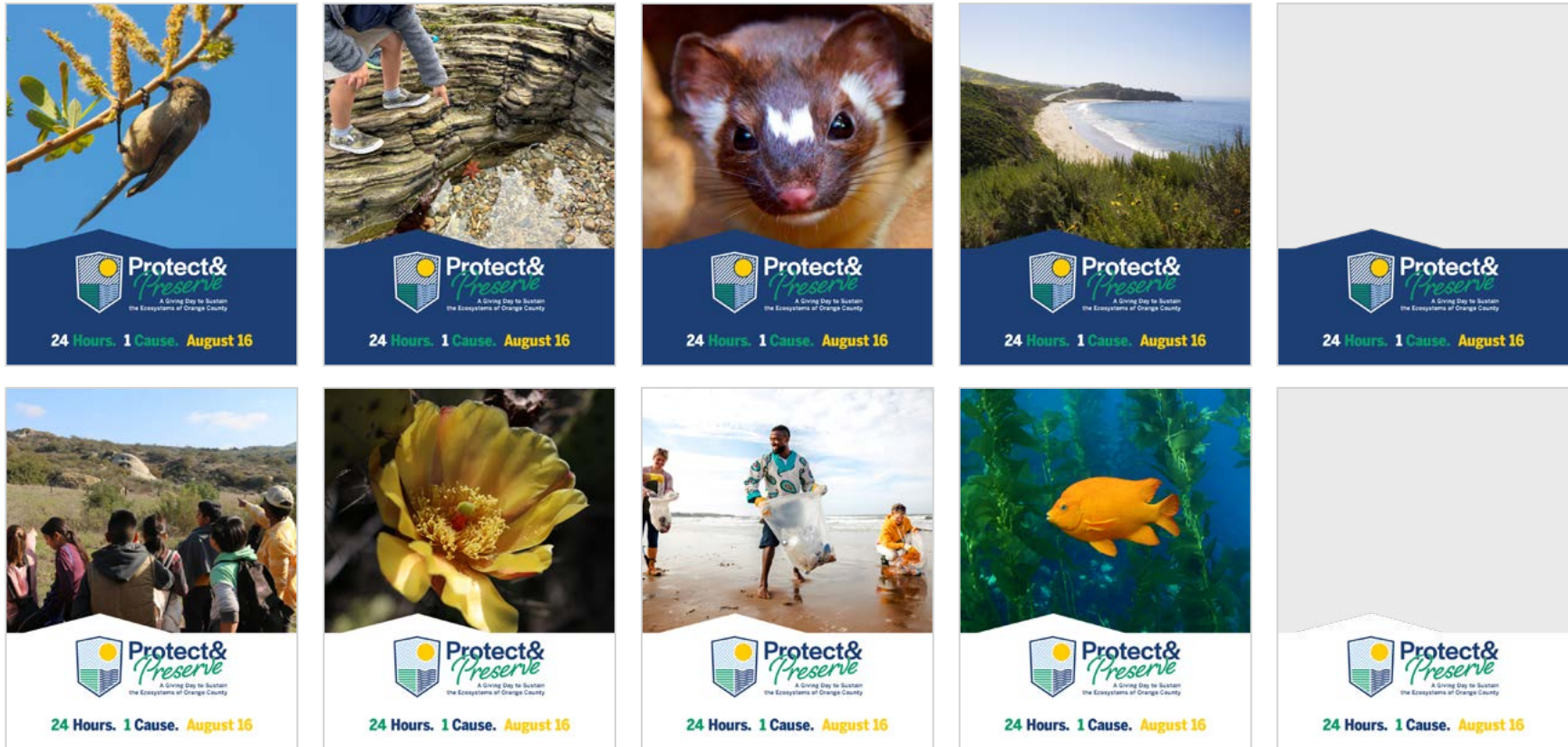
Results Posts | 1080 x 1080px

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

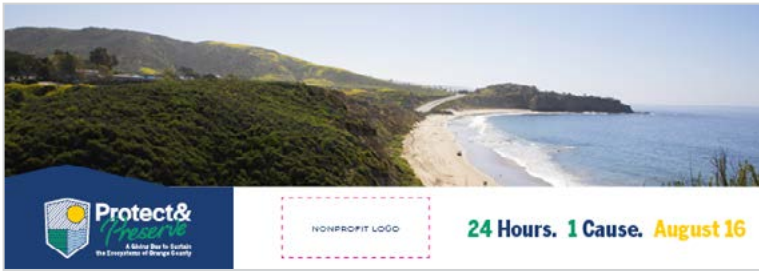
Use a blank banner ad from the media gallery to customize regarding your organization's awareness. Choose one that best fits your audience. You can start this right away to promote your partnership with Protect & Preserve.

- 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





## 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 Protect & Preserve 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 Protect & Preserve campaign.

### TALK ABOUT THE PROTECT & PRESERVE CAMPAIGN

Announce and discuss the Protect & Preserve 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 #ProtectandPreserveOC. It's a Giving Day that brings together organizations partnering up to raise \$80K to sustain the ecosystems of Orange County. Save the date for August 16 and visit the link in our bio to donate and learn more. #ProtectandPreserveOC #GivingDay

#### FACEBOOK + LINKEDIN

We're thrilled to be a part of the Protect and Preserve Giving Day on August 16, when nonprofits in Orange County are teaming up. We're aiming to raise \$80K to sustain our local ecosystems, so donate today! [Link here](#) #ProtectandPreserveOC #GivingDay

#### TWITTER

Orange County nonprofits working to sustain our local ecosystems need your help to raise \$80K. Visit [link here](#) to donate! #ProtectandPreserveOC #GivingDay

### CAPTION #2 (SHORTER VERSION):

#### INSTAGRAM + FACEBOOK + LINKEDIN

Join us for Protect and Preserve, a 24-hour Giving Day to sustain Orange County's ecosystems. Our fundraising goal is \$80K. Any support makes a difference, so please donate today. [Link here](#) #ProtectandPreserveOC #GivingDay

#### TWITTER

OC nonprofits supporting our local ecosystem are counting on you! Help us reach our goal of raising \$80K to sustain our environment. Visit the link in bio to donate! #ProtectandPreserveOC #GivingDay



# **APPENDIX**

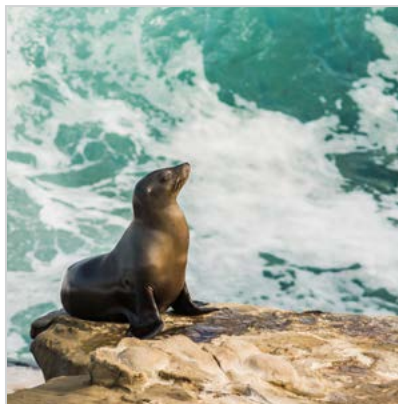
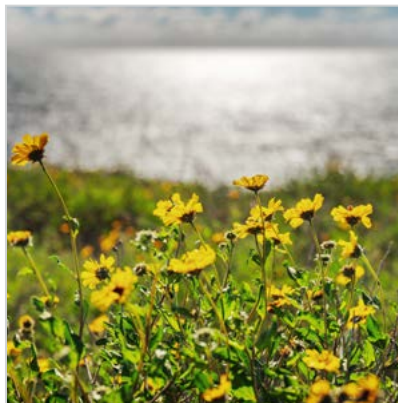
# APPENDIX

## 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 Protect & Preserve brand while displaying your organizations partnership awareness.

Protect & Preserve is an environmental 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, Roboto, with weight and point size variation for hierarchy.



## TYPEFACE

**BENTON SANS COND-BLACK**  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYy  
Zz12345678910

**ROBOTO CONDENSED REGULAR**  
AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
12345678910



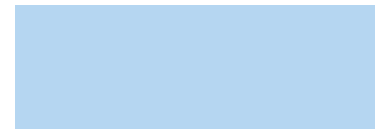
**DOWNLOAD ROBOTO COND.**

## COLOR PALETTE



### DIGITAL

R: 29 | G: 62 | B: 115  
HEX: #1D3E73



### DIGITAL

R: 181 | G: 214 | B: 241  
HEX: #B5D6F1



### DIGITAL

R: 11 | G: 156 | B: 108  
HEX: #0B9C6C



### DIGITAL

R: 255 | G: 205 | B: 5  
HEX: #FFCD05



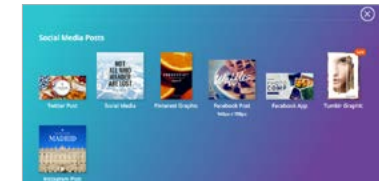
# APPENDIX

## 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.



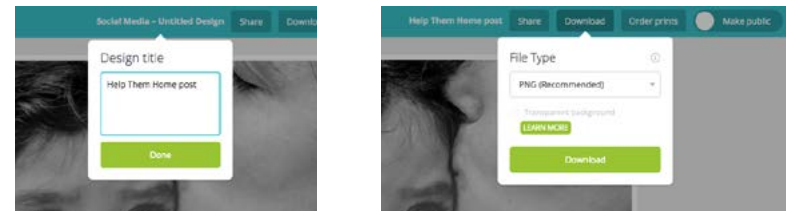
### STEP 3:

- 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).

# APPENDIX

## CAMPAIGN IMAGERY

