

**Best Friends National Big Dog Campaign**

**Marketing Toolkit Guide**

# 

Thank you for participating in the [Best Friends National Big Dog Campaign](https://network.bestfriends.org/join-us/events/national-big-dog-campaign). This toolkit is filled with materials to help you promote your participation in the campaign to your community and get more big dogs adopted and into foster home. We’ve included static graphics for easy plug-and-play use, and **we’ve also included** **options for editable graphics so you can feature your own animals.**

Below is a guide to what you will find in the toolkit:

**Static image versions**

* Facebook post (1200x1000, 3 versions)
* Facebook event cover (1920x1005, 3 versions)
* Facebook group cover (1640x856, 3 versions)
* Instagram post (1080x1080, 3 versions)
* Instagram story (1920x1080, 3 versions)
* Flyer (8.5’’x11’’, 3 versions with editable text boxes)

**Editable image options** (see below for directions on how to use these)

* Facebook post (1200x1000, 3 versions)
* Facebook event cover (1920x1005, 3 versions)
* Facebook group cover (1640x856, 3 versions)
* Instagram post (1080x1080, 3 versions)
* Instagram story (1920x1080, 3 versions)
* Flyer (8.5’’x11’’, 3 versions)

**Press release template**

* Use this template as a starting point and edit the copy in red by adding your organization’s information.

**Sample social and email copy**

* Templated copy you can use on Facebook, Instagram, Twitter, or via email to communicate to your community about the campaign. Fill in the highlighted sections with your own organization information and links. This copy can be used as is or edited to fit your needs.

**Webinar flyer**

* This flyer can be printed and given out to adopters of big dogs. The QR code links to a webinar that covers basic information on bringing a new big dog home like decompression, introducing dogs to family members, enrichment ideas, and more. There are 4 per sheet.

**How to utilize the editable graphic options**

**Canva Instructions:**

If you don’t already have a [Canva](https://www.canva.com/) account, it is quick and easy to create one for free at canva.com. Once you are logged in:

1. Click “create design” in the top right corner. Select the size from the drop down or choose “custom size” and type in the dimensions you need (reference the sizes listed above when choosing your design size).
2. A new tab will open, and you will see a white canvas where your design will be. Click on “uploads” on the left side bar, then select “upload media”.
3. Upload the overlay png file from the “Editable image options” folder that matches the size graphic you selected. You’ll also need to upload a pet photo you would like to use as the backdrop of your graphic. Once uploaded, you will see thumbnails of those two files in the left side bar.
4. Drag the pet photo to the white canvas. It will appear on the canvas, and you can resize and move it as needed by dragging the corners. When it’s size how you life, make sure to click off the pet photo you just placed so it is deselected by clicking in the grey space around the canvas.
5. Finally, drag the overlay file on top of the pet photo in your canvas and adjust so the frame matches the edges of your design. [Watch this quick video to see these steps in action.](https://www.dropbox.com/s/uvbqshwb6r8l2ac/Canva%20PNG%20Overlay%20Tutorial.mov?dl=0)
6. After you have the photo and overlay adjusted as needed, click “share” in the top right corner, then click “download”. The default file type will be “png” which is perfect for any digital use. If you are using this overlay for a flyer that you will be printing, just switch the file type to “pdf”.
7. Finally, click “download” and your file is ready to share!

**Instructions for non-Canva users:**

If you are not using Canva, there are many other photo/graphic editing tools that will work as well. If you are accustomed to using a different program or app, just make sure to add the adoptable pet photo to your design first, and then add the overlay on top. Please avoid distorting the overlay shape when resizing.