



334-793-6820 | www.alwfumf.org | foundation@alwfumf.org

How to Use the Resource Kit

This packet walks through the different ways you can use and edit the resources included in the Resource Kit as well as ideas to promote your Thanksgiving, Giving Tuesday, and Advent events.

Table of Contents

Images and Graphics (Website, Social Media, Newsletter, etc.).....	Pages 2-6
Customize an Image or Graphic.....	Page 2
Social Media Posts (Facebook, Instagram, Twitter, Google Business).....	Page 3
Social Media Stories (Facebook and Instagram).....	Page 4
Email Headers and Event Images.....	Page 5
Social Media Interaction Questions.....	Page 6

If you have any questions or comments about the Resource Kit, or would like help customizing a resource, please contact Andrea at andrea@alwfumf.org.

Images and Graphics

Website, Social Media, Email, Newsletter, and More

Pages 3-5 feature different types of resources available in the Resource Kit: Social Media Post, “Social Media Story,” and “Email Header and Event” images. We recommend using these resources on the homepage of your church website, in a church website blog or newsletter, sending to a local newsletter to promote your event, and on your church Facebook/Instagram/Twitter pages to promote Thanksgiving, Giving Tuesday, and Advent events.

Customize An Image or Graphic

Most images (like the “Social Media Post” image below) include space at the bottom where your specific event days and times can be added to the image. To do this, you can use programs like Canva, Microsoft Office, Microsoft Publisher, or Adobe Express to edit these images.

- **Canva:** www.canva.com
 - Canva Tutorials: www.canva.com/designschool/tutorials/getting-started
 - Free access to Canva with Canva for Non-Profits: www.canva.com/canva-for-nonprofits
- **Adobe Express:** www.adobe.com/express
 - Adobe Express Tutorials: www.adobe.com/express/learn/tutorials
- **Church and Stock Photos:** If you are interested in creating your own images, the websites below provide free stock photo websites to do this. Simply download a photo and use Canva, Adobe Express, or another option above, to create your image.
 - <https://freelyphotos.com/>
 - <https://unsplash.com/>



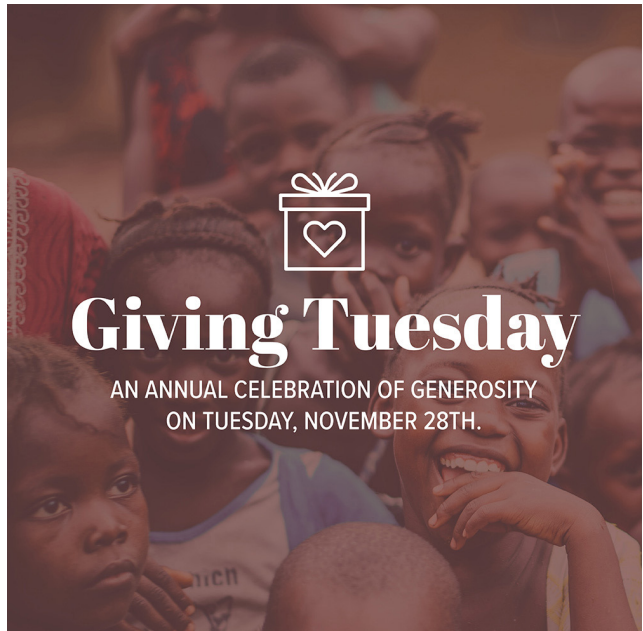
Social Media Posts (Facebook, Instagram, Twitter, and Google Business)

Social media posts are generally square and great for use as a Facebook, Instagram, Twitter, or Google Business post. Be sure to include other information about your event with the image. See page 3 for more information about adding custom information to these images.



Sample Text:

Join us for a community Thanksgiving worship service on Wednesday, November 22 at 6 pm! Be sure to bring a canned good to donate to the Elmore County Food Pantry to feed families in need this Thanksgiving!



Sample Text:

Through your generosity our church supports missionaries in Uganda! Join us as we work to raise \$1,000 on Giving Tuesday (November 28th). If we reach our goal, the funds will be matched for a \$2,000 total! We will be accepting donations for Uganda on the church website and through the church office the week of November 28th!

Social Media Stories (Facebook and Instagram)

Social media stories are generally portrait rectangles and great for use as 24-hour Facebook or Instagram story posts. Facebook includes an option to add a website link to your story image post. This is a great opportunity to link to a page on your church website with information about your Thanksgiving, Giving Tuesday, or Advent event or link to a Facebook event you have created these events (example: www.firstchurch.com/giving-tuesday).

Create a Facebook Event:

Facebook events are free to create and allow people who have a Facebook page to like, follow, share, and get more information about your event while they are logged into Facebook.

- Learn how to create a Facebook event here: <https://www.facebook.com/help/116346471784004>



Email Headers and Event Images (Slides)

Email headers and event images are generally landscape rectangles and are great for use in church-wide emails, church website or church blog posts, as projection screen slides, and Facebook events.

Create a Facebook Event:

Facebook events are free to create and allow people who have a Facebook page to like, follow, share, and get more information about your event while they are logged into Facebook.

- Learn how to create a Facebook event here: <https://www.facebook.com/help/116346471784004>

Send an Email to Your Congregation:

Using an online program like MailChimp or Constant Contact (or your church email provider) you can send an email that includes details about your event to your congregation.

Sample Email/Facebook Event:

Be sure to include the email/event header as well as details about your event. When is the event? What time is the event? Where is the event? Is there anything you want people who are coming to the event to know?



Event Title or Email Subject: Community Thanksgiving Worship

Event Details: Join us for a community Thanksgiving worship service on Wednesday, November 22 at 6 pm! Be sure to bring a canned good to donate to the Elmore County Food Pantry to

Social Media Interaction Questions

Bonus interaction questions for social media are included in the Resource Kit. These graphics work best on social media platforms like Facebook, Instagram, and Twitter since people who like and follow your church accounts are able to answer questions using comments. Asking these questions can be a great way to stop the scroll and get people to look at your church content as well as start conversations online with your congregation and community and learn more about each other too.

