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## **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 Christmas Services and Year-End Giving.

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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](mailto: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 Christmas Services and Year-End Giving.

### 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](http://www.canva.com)
  - Canva Tutorials: [www.canva.com/designschool/tutorials/getting-started](http://www.canva.com/designschool/tutorials/getting-started)
  - Free access to Canva with Canva for Non-Profits: [www.canva.com/canva-for-nonprofits](http://www.canva.com/canva-for-nonprofits)
- **Adobe Express:** [www.adobe.com/express](http://www.adobe.com/express)
  - Adobe Express Tutorials: [www.adobe.com/express/learn/tutorials](http://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/>



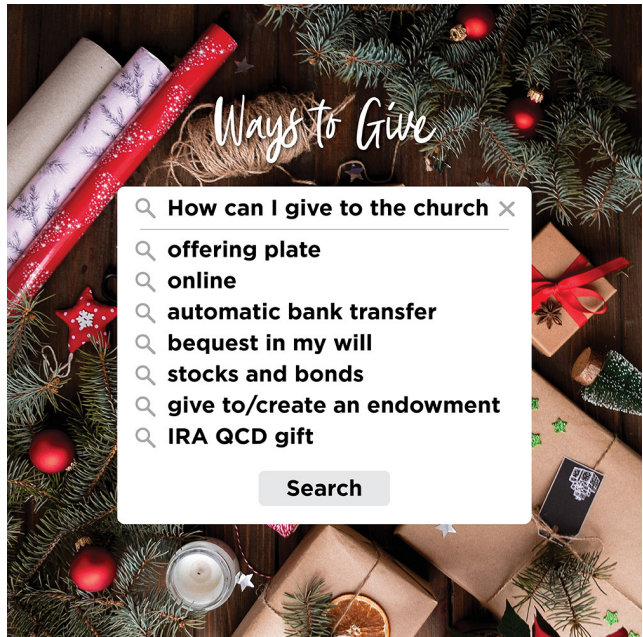
## Social Media Posts (Facebook, Instagram, Twitter, and Google Business)

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 Christmas Eve Candlelight Worship on Sunday, December 24 at 6 pm! This service is always a wonderful celebration and way to worship our coming King!



### Sample Text:

Year-end giving provides the opportunity for you to make a difference in the lives of others, show generosity, and support needs within our church and community.

NOTE: Use the text samples from the “Year-end giving bulletin one-liners” document for more ideas.

## 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:** Christmas Eve Communion

**Event Details:** Join us for Christmas Eve Candlelight Worship on Sunday, December 24 at 6 pm! This service is always a wonderful celebration and way to worship our coming King!

## 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.

