Classy

How to Design a Compelling Giving Tuesday Campaign on Classy

CAMPAIGN NAME

HEADLINE OR CAMPAIGN LOGO FILE NAME

CAMPAIGN DATES

CAMPAIGN URL

Tell Your Story

Create a deeper connection between your supporters and your mission, and help them feel like they are a part of the solution. Use clear and concise language that leads your supporters into action. People won't spend a ton of time reading your copy, so make sure to break it up into digestible chunks.

PROBLEM
What's the problem we're facing? Why does it matter to you?

SOLUTION
What's your organization doing about it?

ACTION
What can your supporters do to help solve the problem?

IMPACT BLOCKS
600px width recommended

IMPACT HEADLINE *Note: This can also be your "action."*

IMPACT LEVEL

IMPACT LEVEL

IMPACT LEVEL

IMPACT DESCRIPTION

IMPACT DESCRIPTION

IMPACT DESCRIPTION

Gather Your Assets

Gather everything you need in a folder (and this worksheet) before starting your campaign. From logos to imagery to colors, save some precious time by assembling your campaign ingredients first.

LOGOS
300px x 50px recommended

☐ **FULL COLOR LOGO FILE NAME**

☐ **WHITE LOGO FILE NAME**

HOW DO I GET A LOGO WITHOUT A BACKGROUND?

A logo with a transparent background is great for overlaying on top of background colors or images, but not everyone has that. Not to fear! Use Power Point to remove the background, and export it as a .png file to keep the transparency.

IMAGES
1-2 options of each type and at least 1200px width recommended

SPOTLIGHT IMAGES

Powerful, emotional, faces in the center. Good for full-width image blocks, impact blocks. Not recommended to put text on top.

☐ **SPOTLIGHT IMAGE #1 FILE NAME**

☐ **SPOTLIGHT IMAGE #2 FILE NAME**

☐ **SPOTLIGHT IMAGE #3 FILE NAME**

BACKDROP IMAGES

Landscapes, action shots, people off to the sides. Good for hero images, background images, or anywhere text might be written on top.

☐ **BACKDROP IMAGE #1 FILE NAME**

☐ **BACKDROP IMAGE #2 FILE NAME**

☐ **BACKDROP IMAGE #3 FILE NAME**

WHY ARE IMAGES IMPORTANT?

The right images in the right locations can help tell your story and draw focus where it needs to be. Use imagery that gives them an immediate connection or response to your cause.

WHAT IF I DONT HAVE MY OWN IMAGES?

Here are a few quality stock image sites where you can download free, beautiful photos as well as online editing tools to resize them as needed.

pexels.com   stocksnap.io   unsplash.com
deathtothestockphoto.com

resizeimage.net   pixlr.com

COLORS
3-6 options and at least 1200px width recommended

☐ **PRIMARY COLOR**
Main button color, header background color

\#

☐ **SECONDARY COLOR**
Secondary button color, content background color

\#

☐ **TERTIARY COLOR**
Content background color

\#

☐ **DEFAULT DARK COLOR**
Headline copy

\#

HOW DO I CHOOSE COLORS FOR MY CAMPAIGN?

If you plan to use colors outside of your brand color, it can be overwhelming choosing the right palette. Start by understanding the purpose of each color.

Use sites like color.adobe.com to choose a primary, secondary, tertiary, etc.