

Welcome to the 2023 Community Matters More promotional toolkit! This toolkit is designed to help nominated nonprofits spread the word, encourage supporters to vote for them, and provides a flexible framework to engage on social media.

To start, if you haven't already, follow Bangor Savings Bank on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) for Community Matters More posts you can share on your channels. You can also share the social media messages and graphics below with your followers!

### **What is Canva?**

Canva is a website that simplifies creating social media graphics and marketing materials. Canva offers nonprofits free access to their premium features.

To learn more click [here](#).

### **What Materials Are Available in Canva?**

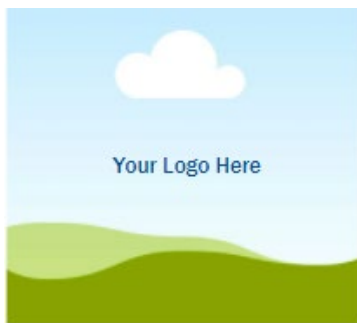
[Click here to access the customizable Community Matters More social media images](#)

[Click here to access the customizable Community Matters More PDFs](#)

### **How Can I Customize These Designs in Canva?**

We've created social media graphics and printable PDFs you can customize by adding your logo!

1. Upload your logo in "Uploads" on the toolbar on the left.
2. Click and drag your logo onto the frame that says "Your Logo Here". This will add your logo to the design.



3. Delete the "Your Logo Here" text box.
4. Add text if it is an image that asks for your response.
5. In the top right corner click "Download" and an image will download to your computer ready for you to use in your social media or, if it is a PDF, to print and display in your office or take a photo with to post on your social media.