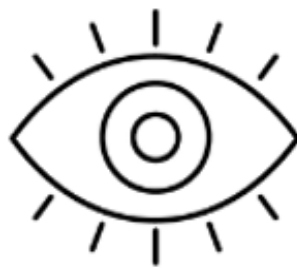




Resource Toolkit: Cost-Free Visual Storytelling



VISYOUALIZE

BECAUSE SEEING IS BELIEVING,
AND BELIEF SPURS ACTION

The average person's attention span is now less than that of a goldfish. You have 8 seconds to catch your audience's eye online. What better way to do so than through visual storytelling?

Compelling images and videos will resonate with potential volunteers, donors, and sponsors. And there are some amazing free resources out there.

We have compiled this guide to equip you with the tools you may need to develop emotionally appealing, attractive visuals—infographics, photos, graphic video and more—and tell your nonprofit's story.

Our hope is that with this toolkit under your belt, you will be better able to visually convey your organization's mission, because... seeing is believing, and belief spurs action.



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 **UNC**
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PRESENTS **FOR A COMMUNICATING CAUSE**
ELEVATE YOUR VOICE ELEVATE YOUR IMPACT

VisYOUalize Resource Guide: Free Graphics & Design Tools



canva.com

Canva is a simple design tool that anyone can use! It has templates for flyers, social media posts, infographics, and more. You can use Canva's shapes and images or upload your own. Limit the colors you use to 5 or fewer, and organize content in a way that's easy to follow.

Adobe Spark allows you to easily create compelling graphics, video stories, and web pages with little effort. This tool's free themes, music, fonts, and more ensure you have everything you need to tell your nonprofit's story.



Adobe Spark

spark.adobe.com



infogram.com

The best way to represent data and information is through visual graphics that capture your audience's attention.

Infogram enables that, letting users make attractive infographics, reports, charts, maps, and social media visuals.



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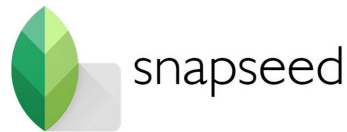
VisYOUalize Resource Guide: Photography Tips and Free Tools

Photography Basics:

- Frame subject properly →
- Leave room at top and bottom for text and logos
- No camera? Use your phone! Focus the image properly, use High Dynamic Range, and make use of natural lighting.
- Use **free editing apps**



The **Rule of Thirds** - Use your camera's gridlines to make sure your subject is positioned at the intersection of 2 lines



Free Stock Photo Websites

Stock photos can be a great resource if you don't have pictures of your own to use, but sometimes you have to pay for them. Here are some websites that offer them for **free**, no strings attached:



PEXELS

SHOT STASH | 

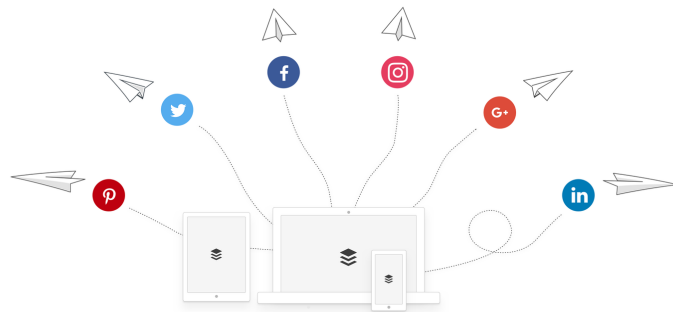


VisYOUalize Resource Guide: Storytelling, Captions, and Social

Caption Considerations:

1. **Be concise.** Use a few impactful words to tell the story.
2. **Mention people.** Tag usernames of people in your photos.
3. **Use Emojis, quotes, and questions.** Only when appropriate.
4. **Include a call to action.** Results should be a priority.

Streamline Social Media Management



Buffer is a free application that allows you to schedule all social media posts in advance for automatic posting. It comes with a post statistic feature that allows you to track engagement data such as clicks, likes, and shares. This helps you understand which content is and isn't working across channels.