

# Creative Resources to Make Your Campaign Shine

Studies have shown that campaigns can fall short when there is little or no visual content to help motivate potential donors. Use these easy and economic resources to create your own stunning graphics and videos!



Check out some of these great tutorials to get your started:

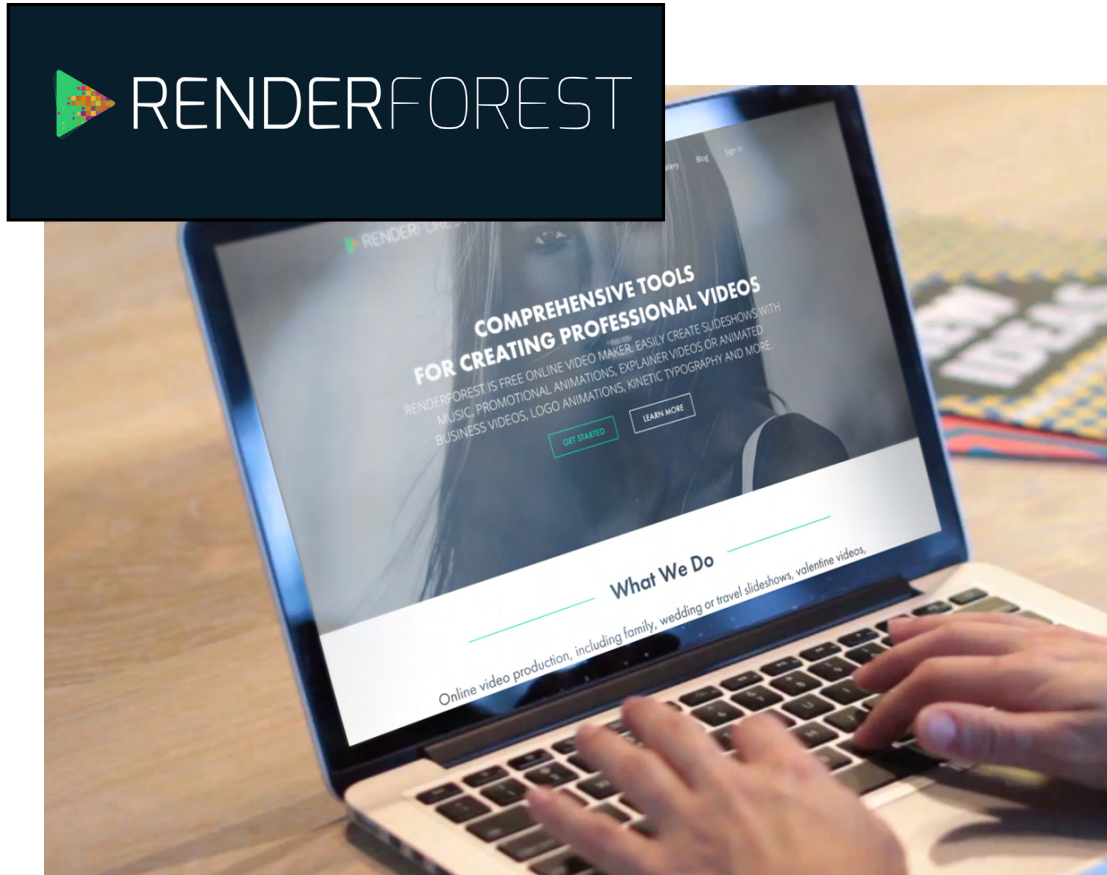
## Canva: Empowering the World to Design

Are your graphic design abilities limited to Microsoft Paint and Word? Well, fret no more. Canva is a truly exceptional service that you will learn to LOVE.

Using their simple drag-and-drop feature and professional layouts to design consistently stunning social media graphics, fliers, presentations and more with thousands of beautiful layouts. And do it all from their website!

[Setting up an account](#) is free and easy to do. There are some fancy “add-ons” that you can choose to use that can sometimes cost money, but never more than \$1 per graphic. If you use your own photos, you can create tons of graphics without ever paying a dime! Be sure to check out our “Graphics Package” download for some pieces that you can use to drop in to your graphics and we hope you have fun!

# Make Your Videos Resonate!



Check out these links to get better acquainted with the service:

## RenderForest: Easy Pro-Quality Video

Arguably one of the most powerful pieces of content you can have to really tell your story with the same impact of a professionally made video piece.

You can browse to select a template from their VAST library of really wonderful templates with distinct visual feels. You can add your own photos and text in seconds and add licensed music or add audio of your own.

The best part is that your project is saved in the cloud so you can access or edit whenever you like... forever!

You can export videos for free with the RenderForest watermark or you can choose to pay \$10 for a standard quality version or \$20 for a high quality version.

It's free to [create an account](#), we suggest that you sign up and dig around to see what you think!