Outreach Graphics Made Easy
How to Create Visuals on a Budget
Before We Get Started...

- This webinar is being recorded and will be available within one week.
- Make sure you have entered your pin to hear the audio.
- Ask a question by typing it in the text box of the GoToWebinar Control Panel.
- If you need additional assistance, raise your hand.
Content Ideas

• Weekly or monthly VITA stats
• Stories from people who have benefitted from credits
• Volunteer appreciation and thank yous
• Calls to action
• Statistics and facts
• Quotes
• Breaking news
• Event invitations
• Holidays and important dates
• Memes and Trending Topics
Volunteer Thank You

Thanks to our amazing volunteers! Your tireless advocacy helped save key provisions of #workingfamilycredits.

YOU DID IT!
Congress made permanent critical provisions of pro-work tax credits that lift millions of Americans out of poverty every year.

225 face-to-face meetings with members of Congress

140 pieces of media on the EITC and CTC
Facts and Statistics

At birth, a blue whale calf is the largest baby on Earth.

#Hope4Whales
© naturepl.com / David Fleetham / WWF
Facts and Statistics

Since 2010 the wealth of the richest 62 ppl has risen by $1/2tr to $1.76 TRILLION: oxf.am/endtaxhavens #EvenItUp

62 richest people have as much wealth as half the world cnnmon.ie/1SqD2yL @CNNMoney #EvenItUp #endtaxhavens
Memes and Trending Topics

THE COST OF PRESCRIPTION DRUGS

IS TOO DAMN HIGH
INVESTING IN CHILD CARE AND EARLY LEARNING WILL LEAD TO A DRAMATIC INCREASE IN THE NUMBER OF WOMEN ABLE TO BE IN THE WORKFORCE AND WILL RAISE OUR ECONOMIC STANDARDS.

—Vice President Joe Biden—

"Uncle Joe" Biden always tells it like it is — and he hit the nail on the head with this comment. Early care is good for parents, children, and the economy.

Jamie Delaney except we need to go way beyond "tax credits". we need universal, subsidized childcare in this country and we need it yesterday.

Sharon Girard They don't want to give handout or hands up. They want women barefoot and pregnant at home. This has always been the republican agenda. Mysogyny.

Kristin Colthern Stay in the lime light Joe Biden. We need you!!

Amy Lewis Disagree. Higher wages and real paid Parenting leave will keep more women in workforce and raise economic standards.

Anthony TwoHawks Charoensook I believe in equality but when will organizations like this stand up?
Breaking News

Montana @GovernorBullock Signs Executive Order Protecting LGBT State Employees j.mp/1PmkOrK via @HRC

LGBT Highlights from (@POTUS) President Obama's Final #SOTU j.mp/1Or2U7L

“UNCONDITIONAL LOVE WILL HAVE THE FINAL WORD. THAT'S WHAT MAKES ME SO HOPEFUL ABOUT OUR FUTURE.”

-President Obama, 2016 State of the Union
Holidays and Important Dates

Gary Community Investments
December 3, 2015
Keep the season of “thanks” and “giving” alive! Support #earlyed and #childcare. #CCTC http://bit.ly/1WV1Cc

Gary Community Investments
December 17, 2015
Think outside of the (gift) box. Contribute creatively to CO #childcare and #earlyed providers. #CCTC http://bit.ly/1WVtCc

Clayton Early Learning and Huertas and Las Animas Counties Early Childhood Advisory Council like this.
Free Graphic Design Programs

• https://www.canva.com/
• http://www.picmonkey.com/
• https://www.befunky.com/
• http://piktochart.com/ (infographics)
Free Stock Images

• https://pixabay.com/
• https://unsplash.com/
• https://www.pexels.com/
• http://www.freeimages.com/
Stay Connected

• Website: www.eitcoutreach.org

• Blog: www.eitcoutreach.org/blog

• Facebook: www.facebook.com/getitbackcampaign

• Tax Credit Outreach News: http://eepurl.com/bo6ra5

• Email: eitcoutreach@cbpp.org