# Marketing Guide
# for CIF Project Leaders

CIF Project leaders are responsible for creating all marketing material (posters, graphics, etc). Marketing material must be reviewed and approved by CIF prior to distribution.

**CIF can distribute approved posters/graphics via:**
- Spotlight Mailing List
- Social Media (Facebook, Instagram, Twitter) - Each social media platform has specific requirements. Please contact CIF Coordinator for more details

**Poster/graphics must include:**
- CIF logo (minimum width 0.75 inch, 1.9 cm, or 100 pixels)
- Project Name
- Location
- Date and Time
- How to register/sign up
- Contact info for questions

**When to send out marketing?**
- Can start distribution up to 4-6 weeks prior to event date
- **Must submit marketing material to CIF at least 3 weeks before event date**
  - Please allow 1 week for CIF review and approval
  - Must be sent out at least 2 weeks before event date

**Written description:**
Not all information can fit on a poster/graphic, so please include a brief description. Details may vary depending on specific project, but typically answer the following questions:
- Who can apply? Ex: "Open to those with lived/living experience of mental health and/or substance use challenges. Priority is given to Vancouver residents"
- How much does it cost? (Participation in CIF projects is always free!)
- What is involved in the project activities?
- How will a participant benefit from taking part? What will they learn or experience?

**When submitting marketing materials to CIF, please include the following information:**
- What platforms? Spotlight Mailing List, Instagram, Facebook, Twitter
- What is the distribution date?
- Do you want any reminders to go out? How many times?
- Hashtags (if using social media platforms)

**Free Online Resource – Canva – [https://www.canva.com/](https://www.canva.com/)**
Canva is an easy-to-use graphic design tool that helps create posters and social media posts. The free version has ready-made templates and tools that are simple to use, even if you don't have design experience.