



1.0 How to Use This Digital Toolkit

Within this folder, you'll find:

- 1.0 How to Use This Digital Toolkit (you are here)
- 1.1 CASA Key Messages
- 1.2 CASA Programs
- 1.3 Instagram Templates

About CASA

In the folder, *1.1 CASA Key Messages* and *1.2 CASA Programs* contain information about CASA that you can use in your community fundraiser communications and advertising.

Logo and Visual Identity Guidelines

CASA Mental Health's logos and visual identity guidelines are available upon request. Please reach out to your community fundraising contact or events@casaservices.org.

Media Contact

If you're inviting media to your community fundraiser supporting CASA, please let us know. You can reach our media contact at info@casaservices.org.

Our Name

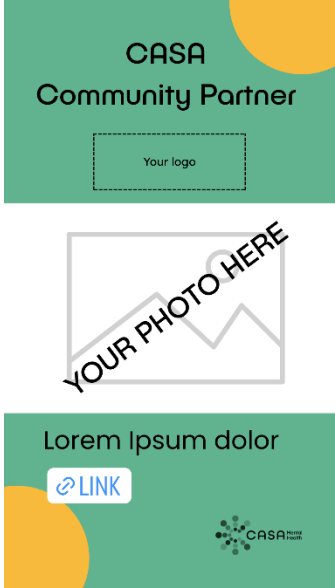
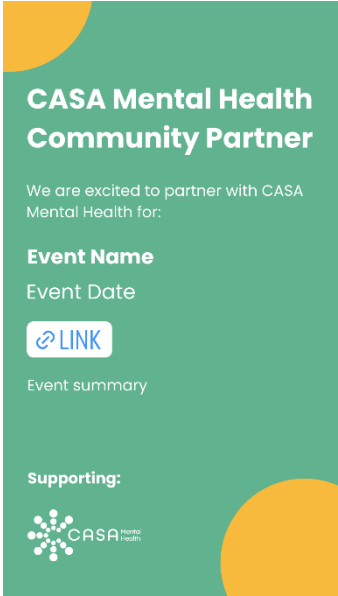

Please always use our full name – CASA Mental Health – on first use in every piece of collateral, then feel free to subsequently use CASA.

If you are based in Calgary, please **only** use our full name – CASA Mental Health – for **all** collateral.

Social Media

Find us on [Facebook](#), [Instagram](#) and [LinkedIn](#). Tag us and we'll engage with your posts.

In the zip folder labelled *1.3 Instagram Templates*, you'll find some Instagram templates that you can customize to share your community fundraiser supporting CASA. There are three versions with four different colour combinations. All three can be used in sequence in your Instagram stories. There is a SAMPLE MOCKUP for each showing ways of customizing the file.

01 – SAMPLE MOCKUP	02 – SAMPLE MOCKUP	03 – SAMPLE MOCKUP
		
<p>Version 1 can be used to introduce the fundraiser on your Instagram stories. Customize to include your logo, an event photo and a sentence about the event.</p>	<p>Version 2 can provide fundraiser details, like date, time and a link to more information.</p>	<p>Version 3 shares more information about CASA.</p>