



# Visual Marketing Tools

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A picture (or a video!) says a thousand words – take advantage of these free or low-cost tools to promote your nonprofit organization leading up to and during Roanoke Valley Gives – and beyond!



Canva | [www.canva.com](http://www.canva.com)

Canva makes it amazingly simple for everyone to create professional quality graphic designs. Its online design platform brings together a simple drag-and-drop design tool and a library of more than one million photographs, graphics and fonts, allowing anyone to take an idea and present it beautifully in print or online. Canva can be used to design

almost anything: presentations, posters, blog content, cards, online marketing materials, invitations, flyers and so much more.



PicMonkey | [www.picmonkey.com](http://www.picmonkey.com)

PicMonkey makes creative tools for photo editing and graphic design. Crop, edit, and touch up your photos through this user-friendly online service. Add text and effects like filters and borders to make your photos – and your nonprofit – shine!



Animoto | [www.animoto.com](http://www.animoto.com)

Animoto helps you make great videos, easily. Turn ordinary photos into stunning HD videos with Animoto's online video maker. Add music, text, and video clips and have your nonprofit tell its own story! As a bonus, charities and nonprofits can apply for free upgraded access. Its powerful features can be used to turbocharge your message, attract attention, and engage your audience.