

# Outreach Graphics Made Easy

How to Create Visuals on a  
Budget

**Center on Budget & Policy Priorities**  
January 20, 2016

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# 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

**RESULTS** @RESULTS\_Tweets · 18 Dec 2015

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.

	<b>225</b> face-to-face meetings with members of Congress		<b>140</b> pieces of media on the EITC and CTC
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**RESULTS**  
the power to end poverty

🔄 7 ❤️ 4 ⋮

# Facts and Statistics

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



#Hope4Whales

© naturepl.com / David Fleetham / WWF



WWF @WWF · Jan 17

At birth, a blue whale calf is the largest baby on Earth. #Hope4Whales → [wwf.is/WXC4W](http://wwf.is/WXC4W)



216

315



# Facts and Statistics



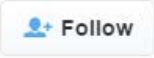
 **Oxfam International**   
@Oxfam 

Since 2010 the wealth of the richest 62 ppl has risen by \$1/2tr to \$1.76 TRILLION:  
[oxf.am/endtaxhavens](http://oxf.am/endtaxhavens) #EventItUp

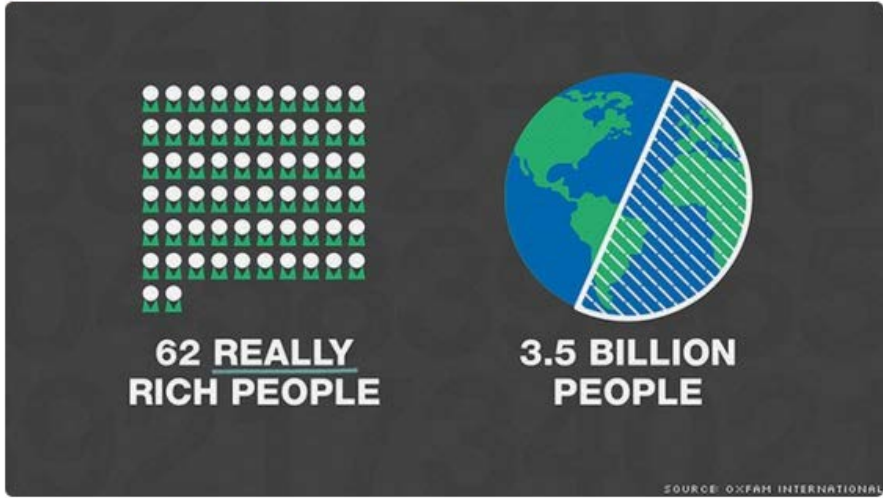


RETWEETS 48 LIKES 21



 **Oxfam International**   
@Oxfam 

62 richest people have as much wealth as half the world [cnmmon.ie/1SqD2yL](http://cnmmon.ie/1SqD2yL)  
[@CNNMoney](https://twitter.com/CNNMoney) #EventItUp #endtaxhavens




62 REALLY RICH PEOPLE

3.5 BILLION PEOPLE

SOURCE: OXFAM INTERNATIONAL

RETWEETS 626 LIKES 272



# Mememes and Trending Topics



**THE COST OF PRESCRIPTION DRUGS**

**IS TOO DAMN HIGH**

**AFSCME**  
Like This Page · December 28, 2015 ·

Drug prices have been pushed to astronomical heights for no reason other than the desire of drug makers to maximize profits.

Hold Big Pharma accountable here:  
[www.signherenow.org/petition/bigpharma/afscme](http://www.signherenow.org/petition/bigpharma/afscme)

Like Comment Share

71 people like this. Top Comments ▾

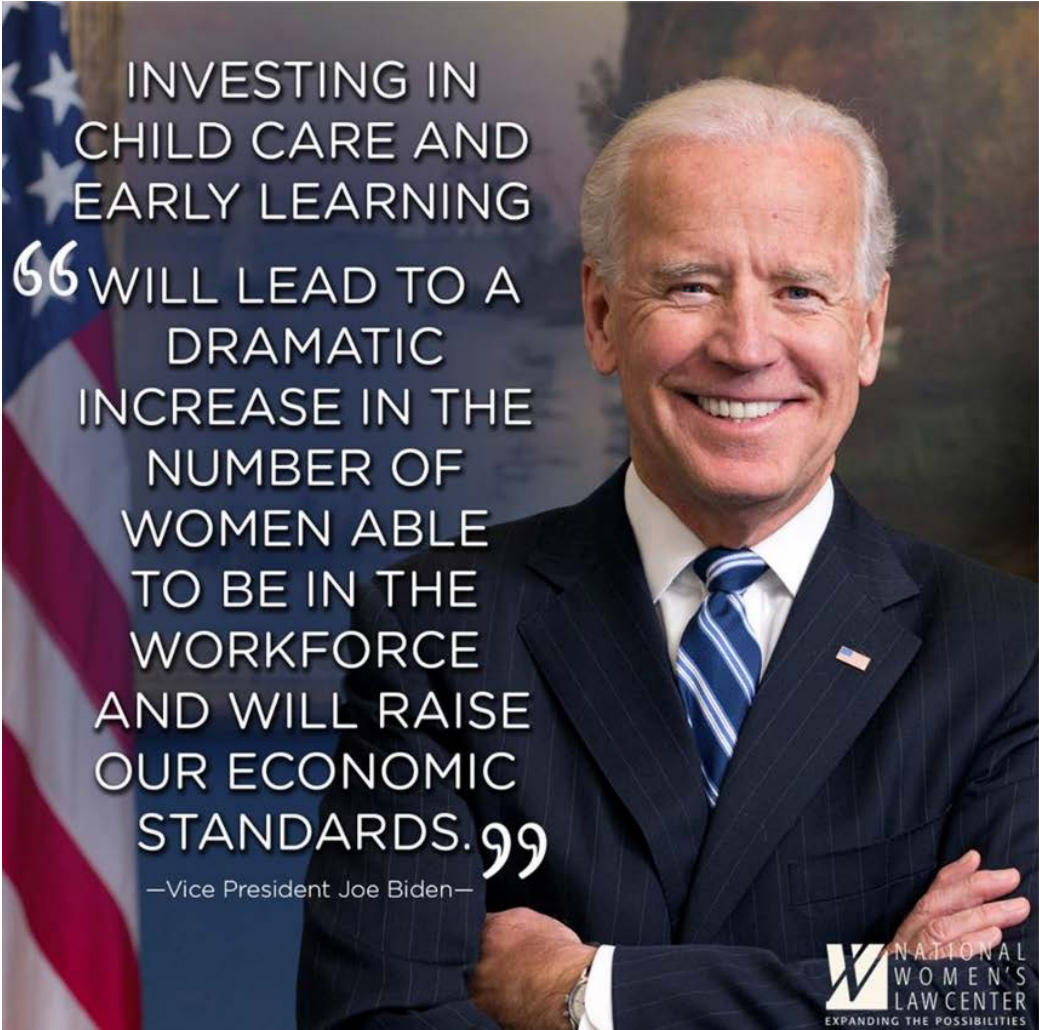
45 shares 7 comments

**Sarah Larkin** Time to bring Big Pharma back down to reality and put caps on ALL drugs, then do the same to the medical industry and the Insurance industry. Better yet, make Healthcare FREE for ALL like it is in every other developed nation!  
Like · Reply · 1 · December 28, 2015 at 4:36pm

**John W. Ehret** I'm on medicare, and have humana as a supplement for perscriptions. I just received a letter from humana, that they would no longer cover

Write a comment...

# Quotes



**National Women's Law Center**  
Page Liked · October 22, 2015 · 🌐

"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.

👍 Like    💬 Comment    ➦ Share

925 people like this.    [Top Comments ▾](#)

206 shares    15 comments

 **Jamie Delaney** except we need to go way beyond "tax credits". we need universal, subsidized childcare in this country and we need it yesterday.  
Like · Reply · 👍 26 · October 22, 2015 at 12:11pm  
↳ 8 Replies

 **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. Mysogeny.  
Like · Reply · 👍 1 · October 23, 2015 at 11:50am

 **Kristin Cothorn** Stay in the lime light Joe Biden. We need you!!!  
Like · Reply · October 23, 2015 at 4:05pm

 **Amy Lewis** Disagree. Higher wages and real paid Parenting leave will keep more women in workforce and raise economic standards.  
Like · Reply · October 23, 2015 at 8:42pm

 **Anthony TwoHawks** Charoensook I believe in equality but when will organizations like this stand

Write a comment... 🗨️



# Breaking News

 HumanRightsCampaign @HRC Follow

Montana @GovernorBullock Signs Executive Order Protecting LGBT State Employees [j.mp/1PmkOrK](http://j.mp/1PmkOrK) via @HRC



RETWEETS 141 LIKES 370



 HumanRightsCampaign @HRC Follow


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




RETWEETS 117 LIKES 199



# 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/1WIVtCc>



👍 Like    💬 Comment    ➦ Share

Joining Vision and Action and New Legacy Charter School like this.

 **Gary Community Investments**  
December 17, 2015 · 🌐

Think outside of the (gift) box. Contribute creatively to CO #childcare and #earlyed providers. #CCTC <http://bit.ly/1WIVtCc>



👍 Like    💬 Comment    ➦ Share

Clayton Early Learning and Huerfano 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/>

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