

# Development Marketing Toolkit Tutorial

<http://creative.clemson.edu/development/>

# What is the Toolkit and How Do I Access It?

- The Development Marketing Toolkit is a helpful resource available for Development Officers to enable them to access marketing and communications tools.
- Go to <http://creative.clemson.edu/development/>


# How do I find what I am looking for in the Toolkit?

- The EASIEST way to find what you are looking for is to utilize the **search bar** at the top of the page
  - All documents in the Toolkit are tagged with numerous key words to help you find what you are looking for when using the search bar
- Broad categories at the top include:
  - Home
  - Enterprise
  - Giving
  - Fundraising
  - Proposals
  - Templates

# Using the Search Bar

[Clemson University](#) [Clemson Alumni](#) [Tigers on the Move](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [YouTube](#) [RSS](#) [Instagram](#)




[Home](#) [Enterprise](#) [Giving](#) [Fundraising](#) [Proposals](#) [Templates](#)

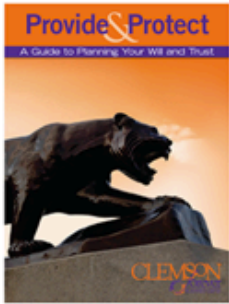
Latest: Legacy Leaf Insert: Daniel

Clemson Development


Insert Key Words to Search Entire Toolkit




**Enterprise-Wide Fundraising Material**




**Will Planning Guide**  
Guide to planning a will and including bequests...



**Legacy Leaf Insert: Clemson**  
Legacy Leaf insert about Thomas G. and Anna...



**Development Brand Guidelines**  
Guidelines to the new Clemson Forever branding for...



**Legacy Leaf Insert: Camp**  
Legacy Leaf insert about Wofford and Louise Camp...

**Recent Posts**

- > Will To Lead – Clemson Forever Powerpoint
- > Emerging Scholars one-pager
- > Donor Profile – Suzanne Pickens '11
- > Barnes Center Gift Announcement
- > Will Planning Guide

# Broad Categories at Top of the Page

Click any of these broad categories to view materials specific to these areas

The screenshot shows the website for 'The Will To Lead For Clemson'. At the top, there is a navigation bar with the following links: Home, Enterprise, Giving, Fundraising, Proposals, and Templates. A red bracket highlights the 'Enterprise', 'Giving', 'Fundraising', and 'Proposals' links, with a red text box above it stating 'Click any of these broad categories to view materials specific to these areas'. Below the navigation bar is a header section with the logo 'THE WILL TO LEAD FOR CLEMSON' and a search icon. A blue banner below the header reads 'Latest: Legacy Leaf Insert: Daniel'. Underneath, it says 'Clemson Development'. The main content area is titled 'Enterprise-Wide Fundraising Material' and includes a search bar. Below this, there are four featured items: 'Will Planning Guide' (with a cover image of a lion), 'Legacy Leaf Insert: Clemson' (with a cover image of a leaf), 'Development Brand Guidelines' (with a cover image of the word 'BRAND' in large letters), and 'Legacy Leaf Insert: Camp' (with a cover image of a campfire). To the right of these items is a 'Recent Posts' section with a list of links: 'Will To Lead – Clemson Forever Powerpoint', 'Emerging Scholars one-pager', 'Donor Profile – Suzanne Pickens '11', 'Barnes Center Gift Announcement', and 'Will Planning Guide'.

**THE WILL TO LEAD FOR CLEMSON**

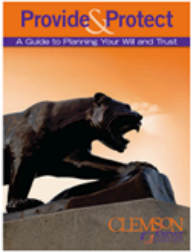
Home Enterprise Giving Fundraising Proposals Templates

Latest: *Legacy Leaf Insert: Daniel*


Clemson Development

### Enterprise-Wide Fundraising Material


Search




**Will Planning Guide**  
Guide to planning a will and including bequests...



**Legacy Leaf Insert: Clemson**  
Legacy Leaf insert about Thomas G. and Anna...



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Guidelines to the new Clemson Forever branding for...



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Legacy Leaf insert about Wofford and Louise Camp...

### Recent Posts

- > Will To Lead – Clemson Forever Powerpoint
- > Emerging Scholars one-pager
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- > Barnes Center Gift Announcement
- > Will Planning Guide

# Main Categories on the Home Page

- Enterprise-Wide Fundraising Material
  - Includes Will Planning Guide, Legacy Leaf Inserts, Brand Guidelines
- Ways to Give
  - Includes Giving to Clemson brochure, Legacy brochure
- Mini Brochures
  - Includes mini brochures for facilities, faculty, students, and engagement
- Support Pieces
  - Includes one-pagers and brochures for support
- Proposal Center
  - Includes information for proposals at each level and a proposal template
- Templates
  - Includes templates for proposal request form, Clemson Forever (CF) PowerPoint, CF letterhead and stationary, CF Business Cards, and CF email header
- Videos
  - Includes useful videos related to the campaign (Gift Announcements, Presentations, etc.)

# How to Scroll through Main Categories on Home Page

Clemson University | Clemson Alumni | Tigers on the Move

Twitter Facebook LinkedIn YouTube Instagram

**THE WILL TO LEAD FOR CLEMSON**

Home Enterprise Giving Fundraising Proposals Templates

Latest: Legacy Leaf Insert: Daniel

Clemson Development

**Use these arrows to scroll and find the document you need**

Enterprise-Wide Fundraising Material

Search

Provide & Protect  
A Guide to Planning Your Will and Trust

Will Planning Guide  
Guide to planning a will and including bequests...

Legacy Leaf Insert: Clemson  
Legacy Leaf Insert about Thomas G. and Anna...

BRAND GUIDELINES  
CLEMSON UNIVERSITY DEVELOPMENT

Development Brand Guidelines  
Guidelines to the new Clemson Forever branding for...

Legacy Leaf Insert: Camp  
Legacy Leaf Insert about Wofford and Louise Camp...


Recent Posts

- > Will To Lead – Clemson Forever Powerpoint
- > Emerging Scholars one-pager
- > Donor Profile – Suzanne Pickens '11
- > Barnes Center Gift Announcement
- > Will Planning Guide

# Viewing Recently Posted Items

[Clemson University](#) [Clemson Alumni](#) [Tigers on the Move](#)

[Twitter](#) [Facebook](#) [LinkedIn](#) [YouTube](#) [RSS](#) [Instagram](#)




[Home](#) [Enterprise](#) [Giving](#) [Fundraising](#) [Proposals](#) [Templates](#)


**Latest: Legacy Leaf Insert: Daniel**

Clemson Development


### Enterprise-Wide Fundraising Material




**Will Planning Guide**  
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Check here for the most recently added items

< >


Search

**Recent Posts**

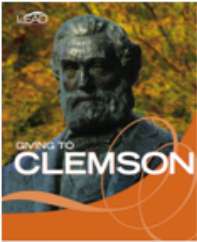
- > Will To Lead – Clemson Forever Powerpoint
- > Emerging Scholars one-pager
- > Donor Profile – Suzanne Pickens '11
- > Barnes Center Gift Announcement
- > Will Planning Guide




# More Specific Categories on the Home Page

Home Enterprise Giving Fundraising Proposals Templates

### Ways to Give







**Giving to Clemson/Ways to Give**  
Explanation of all the ways to give to...



**Legacy Brochure**  
Application and information about planned giving and becoming...

### Mini Brochures



### Categories

- > Athletics
- > Donor
- > Enterprise-Wide Material
- > Facilities
- > Faculty
- > Mini Brochures
- > Misc
- > One Pager
- > Proposal Center
- > Scholarships
- > Students
- > Support Pieces
- > Templates
- > Uncategorized
- > Videos
- > Ways to Give

**More specific categories are also available on the Home page to allow you to easily locate materials you may need.**

# Printing or Saving Items

- After finding the item you need to save or print, you have two options to choose from under the publication. You can either choose “I want to print this now” or “Ricoh, print this for me.”
- Clicking “I want to print this now” will bring you to another page with a PDF of the document. You can either print from your desktop or save the item to your computer.
- Clicking “Ricoh, print this for me” will bring you to the Printing Services page where you will be prompted to enter your username and password to print

# Printing or Saving Items

**Clicking this button will bring up a PDF of the document and allow you to save and/or print on your own computer.**

opment/2014/02/25/legacy-leaf-insert-clemson/ Reader Google

board Learn MyStatLab Email Kronos Workforce Central Clemson University YouTube Wik

Legacy Leaf Insert: Clemson | Cle...


THE WILL TO LEAD FOR CLEMSON

Home Enterprise Giving Fundraising Proposals Templates

Latest: Emerging Scholars one-

Clemson Development » Enterprise-Wide Material » Legacy Leaf Insert: Clemson

## Legacy Leaf Insert: Clemson



Legacy Leaf insert about Thomas G. and Anna C. Clemson

Ricoh item number: 140218-14

I want to print this now Ricoh, print this for me

**Clicking this button will take you to the Printing Services page where you will be prompted to enter a username and password to print with Ricoh.**

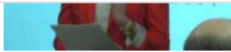
# Ordering Business Cards

- Located under Templates→Clemson Forever Business Cards
- Different business card options are available for both Development and Clemson Forever team members.
- Pick the appropriate card front/back combination for your position. (Instructions available on the page)
- These orders will go to Ricoh when you select 'Order Now'.

# Helpful Links at the Bottom of the Page



[Home](#) [Enterprise](#) [Giving](#) [Fundraising](#) [Proposals](#) [Templates](#)



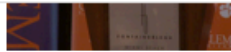
## **Donor Profile - Suzanne Pickens '11**

Video of Ms. Pickens' presentation to the Clemson...



## **Barnes Center Gift Announcement**

Video presentation of the announcement of the \$1...



## **Clemson President James P. Clements from Discover Orange Bowl Clemson Presidential Brunch**



## **Clemson president looks back to move higher education forward**

President Barker's speech on the current

### Resources

[Clemson University Brand Guidelines](#)  
[Campaign/ Development Guidelines](#)  
[Alumni Association Brand Guidelines](#)  
[Logos for download](#)  
[Photos](#)  
[Videos](#)  
[Social Networking](#)

### Additional Resources

[Presidential Search](#)  
[Stewardship Toolbox](#)  
[Development Reporting](#)  
[Giving](#)  
[Corporations](#)  
[Press Releases](#)

### Templates

[PowerPoints](#)  
[Topic-Focused PowerPoint Templates](#)

### Publications

[The Echo](#)  
[Tiger On The Move](#)  
[Clemson World](#)  
[Glimpse](#)  
[Orange: The Experience](#)

# Helpful Links at the Bottom of the Page

- Additional links to resources are available at the bottom of the page, including:
  - Photos→ Link to Clemson **Flickr** account including photos from ALL major events
  - Videos→ Link to Clemson **YouTube** channel with numerous useful videos
  - Logos for Download→ Link to Clemson marks & usage