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/](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

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: 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
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

Use these arrows to scroll and find the document you need
Viewing Recently Posted Items

Check here for the most recently added items
More Specific Categories on the Home Page

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.

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

- 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