



**JESS GILLIS / PORTFOLIO**

TYPOGRAPHY LAYOUT PRODUCTION ILLUSTRATION  
BRANDING ICONOGRAPHY VECTOR BOOKS  
TYPE BOLD RGB

# Graphic *design*

# Branding / Brand Integrity

## Volunteer Toronto: Maintaining Excellence

Volunteer Toronto has a well-established name and online presence. Having recently completed a re-branding campaign—executed phenomenally by Sovereign State who provided dynamic and creative brand elements along with the new logo—their needs were more straightforward and mostly involved maintaining the integrity of what’s already in place.



Volunteer Toronto's current logo



Associated brand elements



Postcard created for the popular **Becoming a Board Member** workshop





# Branding / Brand Integrity

## Signage: Keeping the Office On-Brand and Easy to Find!

While trying to find a place for my suggested multi-language welcome sign, it occurred to me that we also had a budget for some new signage, so why not combine the two? Included are the top five languages spoken in Toronto, after English and French (Mandarin, Tamil, Spanish, Tagalog, and Cantonese).

Custom outdoor signage



Custom indoor signage. Before and after.



# Branding / Events

## Branded Event Materials: Craft Your Change

Craft Your Change is an annual event that combines craft beer and volunteering. Young professionals gather at a venue with charities and non-profits and craft their own volunteer roles by offering the organizations their skills and availability, who then get in touch if they're interested.

In 2017 we wanted a unique way to showcase the attending organizations. Drawing on the logo of previous years—and keeping with the beer theme—I designed a custom CYC beer label to be used on handouts, posters, social media posts, and more.



## Craft Your Change: At The Venue

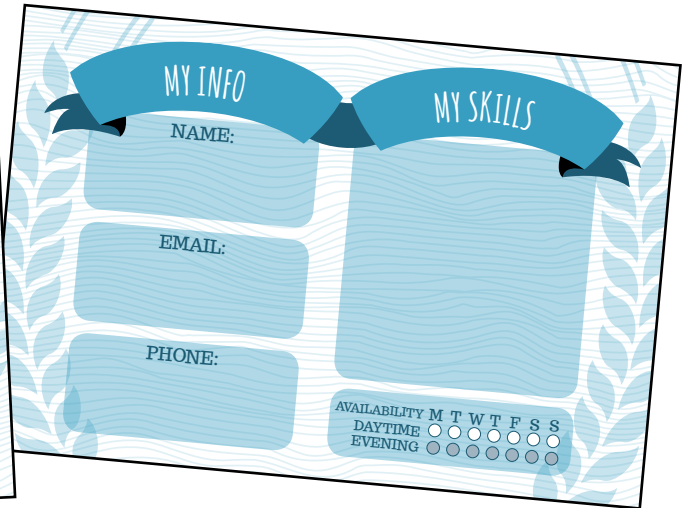
From the signage outside directing attendees to the right entrance, to the materials they're handed upon entry, and even to the materials at the Inspiration Bar, I made certain that all of my deliverables were on-point and on-brand.



Who's In The Room card - a map for who to talk to, and a way to connect post-event

# Branding / Events

Skills / contact cards specially created for attendees to give to non-profits



**Volunteer Toronto**

## 6 Volunteer Personality Types

What's YOUR style of giving back?



**Free-spirited Traveller**  
You're flexible, and ready to go at a moment's notice. Your suitcase (and your sneakers) have collected a lot of mileage, and you're always on the lookout for your next adventure, whether departing from Pearson, or hiking the Niagara escarpment. You're energetic, outgoing, and thanks to coordinating all of those flights and connections, very organized. Consider volunteer roles that allow you to use your people skills, require a bit of travel, or have odd hours that may be more difficult to fill. Be mindful of making commitments your travel plans may interfere with!



**Caregiver / Friendly Stranger**  
You're quite possibly the one your neighbours will come to if they need to borrow a cup of sugar, and you may often get stopped by random people looking for the closest Dollarama. Loved ones often come to you with their troubles because you're a great listener. You're probably a hugger, and are genuinely happy to help people in need. You may be found radiating good vibes at Kensington Park on Pedestrian Sundays. Consider a volunteer role visiting seniors, cuddling animals at a shelter, or doing outreach for a charity. Those skills can also be used answering phones, answering questions, or helping with fundraising.



**Civic-Minded Torontonian**  
You know your city councillor's phone number, email address, and twitter handle and you aren't afraid to use them. You know which councillors voted to stop police carding, and which ones cycle to work. You've likely read most of the Residential Tenancies Act, and you're probably in at least one Bunz group. TTC customer service may even know your name. Find a volunteer role that allows your municipal pride to shine through, like a board seat with a heritage group, or volunteering at one Toronto's many summer festivals, or participating in a community clean-up day. Your civic knowledge can also be applied to marketing initiatives, research projects, and event planning.



**Environmentalism**  
You care about many causes, but are shocked that more people aren't concerned about the state of the Great Lakes (or know about the pipelines running through them). You've been known to use energy-efficient light bulbs, build your own compost bin, and pick up cigarette butts at Hanlan's Point. You most likely cycle to work and wish Toronto had more bike lanes. You can often be found squirrel watching at Bellwood's Park or visiting one of the city's many farmer's markets in search of fresh, healthy foods. Those conservation skills may be useful for a resource-strapped grassroots group, and your knowledge of geography may come in handy for planning outdoor logistics.



**Activist**  
Do you possess a deep sense of fairness, and loathe injustice in any form? If you find yourself patiently debating racism, homophobia, and sexism with your racist uncle over the holidays (or in facebook comments), you may be an activist. Of course, you may also be on the front lines, mobilizing other like-minded freedom fighters, stuffing envelopes with letters to your MP, or creating excel sheets of Toronto's inaccessible venues. Whatever your cause(s) or your role(s) you're there for the revolution. Consider offering your public speaking (or typing) skills, your talents for organizing and inspiring people, or your media savvy to empower the causes you care most about.



**Lone Warrior**  
You've done previous quizzes that have placed you more on the introverted side. You like people, but highly value your alone time. You work best on your own, and anyone who knows you would never look for you in a huge, bustling crowd. You may have an ipod on you at all times. You might want to consider roles that keep you behind the scenes, like research, administrative work, social media management, composing newsletters, setting up Excel sheets, or grant writing (non-profits are always on the lookout for funding streams!)

**Enter to win!**

**1** Take a photo

**2** Share it on your social media and tag **#CraftYourChange** or **@VolunteerTO**

**3** Be entered to win a craft beer prize basket!\*

\*Contest entries must be within 48 hours of the Craft Your Change event. One winner will be drawn at random on June 5th, 2017, and notified through social media.

The popular quiz at the Inspiration Bar  
(You can take it here: <https://uquiz.com/JMBd8Y>)

Social media contest poster

# Branding / Rebrand

## Ballyhoo! Push Pin Media: From Posters to Potential

Ballyhoo! Push Pin Media is a Toronto-based promotions and distribution company. When you go to a bar, restaurant, library, or coffee shop and you see posters on the walls? They were most likely placed there by Ballyhoo. When I joined the team—first as a Freelance Graphic Designer, then as their Social Media Manager—they had zero online presence, no promotional print materials, not even a “finished” logo.

Using the orange push pin logo already in existence, I tightened up the lines, changed the font, and created a logo set. Using the logo as the cornerstone, we got to work getting this company online. Today Ballyhoo boasts an online following of over 1200—achieved entirely organically.

Original logo



Custom holiday logos



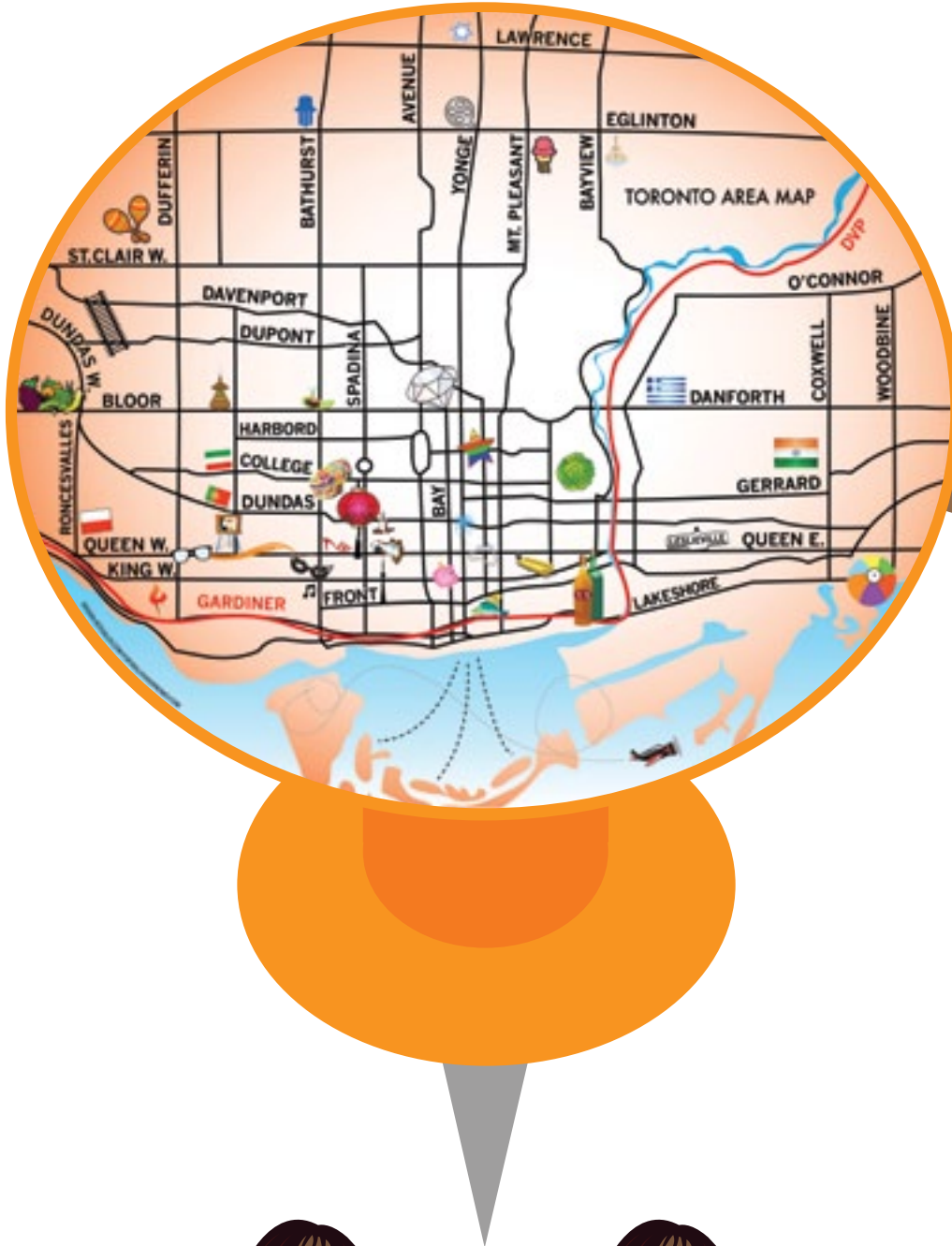
Business card & social icons



Holiday E-card



# Branding / Rebrand



Custom Toronto area map  
and Sharon illustration



Variations

# Branding / Iconography

## Personal Brand

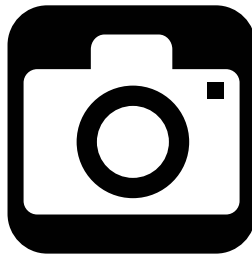
A while back, I decided that I needed an infographic style CV. While I eventually went with more of a hybrid model, I decided to keep the icons I created for not only the skills chart, but my contact section.



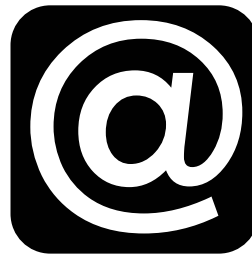
Address



Branding



Photography



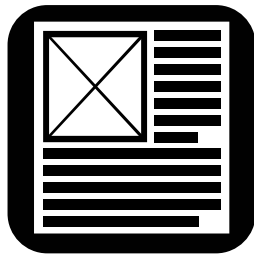
Email



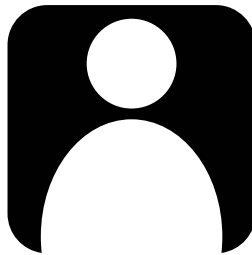
Education



HTML



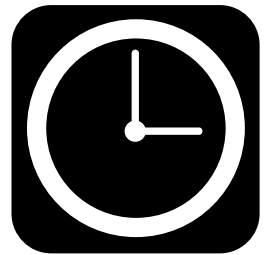
Layout



Name



Phone



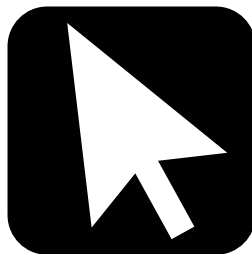
Time  
Management



Tools



Typography



Website



Work  
Experience



Writing

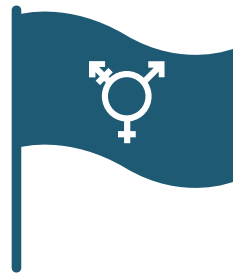
# Branding / Iconography

## Volunteer Toronto: Annual Report

From Volunteer Toronto's 2016-17 annual report.



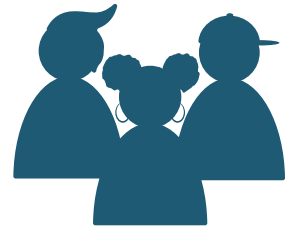
Poverty Reduction



LGBTQ Rights



Supporting  
Women & Children



Youth  
Engagement



Seniors  
Involvement



Refugee &  
Newcomer Aid



Overcoming  
Disabilities



Personal  
Fulfillment



Healthcare  
Access



Community  
Advocacy



Innovation



Research

## Volunteer Toronto: Online Learning Centre

What kind of page revamp is complete without some shiny new icons?



Choose  
Course



Checkout



Login



Learn  
Anytime



Category:  
Policies &  
Law



Category:  
Volunteer  
Management  
Roadmaps



Category:  
Advanced  
Volunteer  
Management



# Branding / Logos

## Logos: Your Visual Ambassador

Your logo is THE visual representation of your company. The cornerstone of your visual brand. To me a good logo is clean, simple, and has a limited amount of text (if you've got the marketing know-how –and budget–it needs no text). It also functions in various colours and on various platforms like print, mobile, TV, web, etc.

Luckily today, there are free tools to help business owners create their own logos. They don't replace a graphic artist, but they're leaps and bounds ahead of some of the logos of yore I've seen coming "Straight Outta Microsoft Word".



Creole jazz ensemble



Cafe, Bakery, and Caterer specializing in small batch, homemade goods.



Music and entertainment memorabilia



Athletic wear



Home cleaning service



Personal fitness training



Entry into the Open Streets TO logo competition

# Illustration / Freehand

## Illustration: From Freehand to Vector

Drawing was my first love. I was making art—at the table, by hand—before I could walk. Illustrator used to terrify me, then I learned how to use the pen tool. From there I quickly understood that it was all about the vector.



Original art created for a coloring card, rendered digitally in Adobe Illustrator.

# Illustration / Freehand

Illustrations and vector graphics are amazing. Vectors can be scaled to any size. Illustrations can turn your friends into superheroes. They can turn a tiny, low-res image into a billboard in NYC. They won't pixelate under pressure. They are *reliable*.

**Below:** Original art created for a series of Cannabis-themed posters, stickers, and apparel, rendered digitally in Adobe Illustrator.





# Illustration / Photo Render



An image rendered from a low-resolution photograph. It was used in a billboard, movie cover, and promotional materials for The Red Umbrella Diaries documentary.

# Illustration / Swag

## #TeamRaccoon: Toronto's Unofficial Mascot

When I heard that Public Health Toronto was teaming up with ONE condoms to design a uniquely Toronto condom package, it was a great chance for me to combine two of my passions: safer sex and graphic design. Below are my entries, featuring three (unofficial) iconic Toronto symbols:



*"Trashy" - Top 10 Finalist*



*"One Track Mind"*



*"Dirty Bird"*

The popularity of the raccoon design was overwhelming, and there was enough demand for swag to garner one successful Teespring campaign (and some buttons). This led to a storefront with other apparel designs.



## Illustration: Transforming Photographs

Some people might think a tiny, low-resolution image is useless in a large-scale project, but those people are wrong. Sometimes you do have a decent photograph, but it's missing magic.

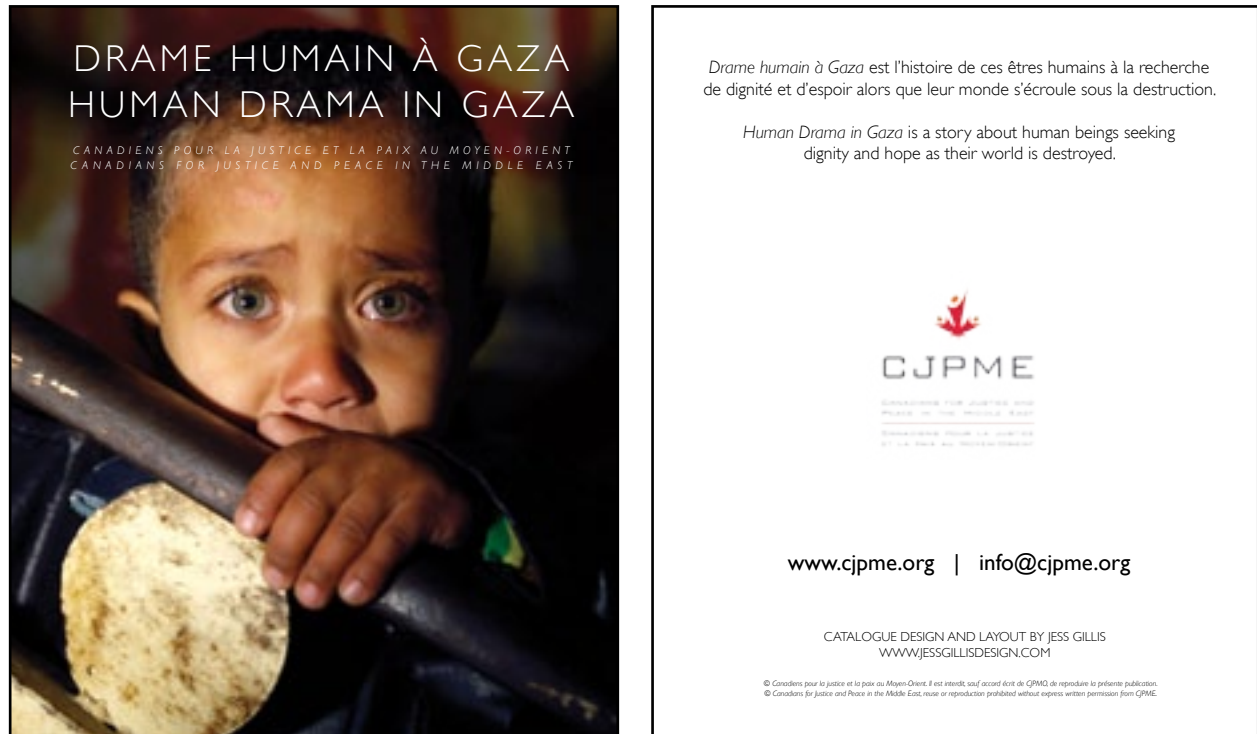




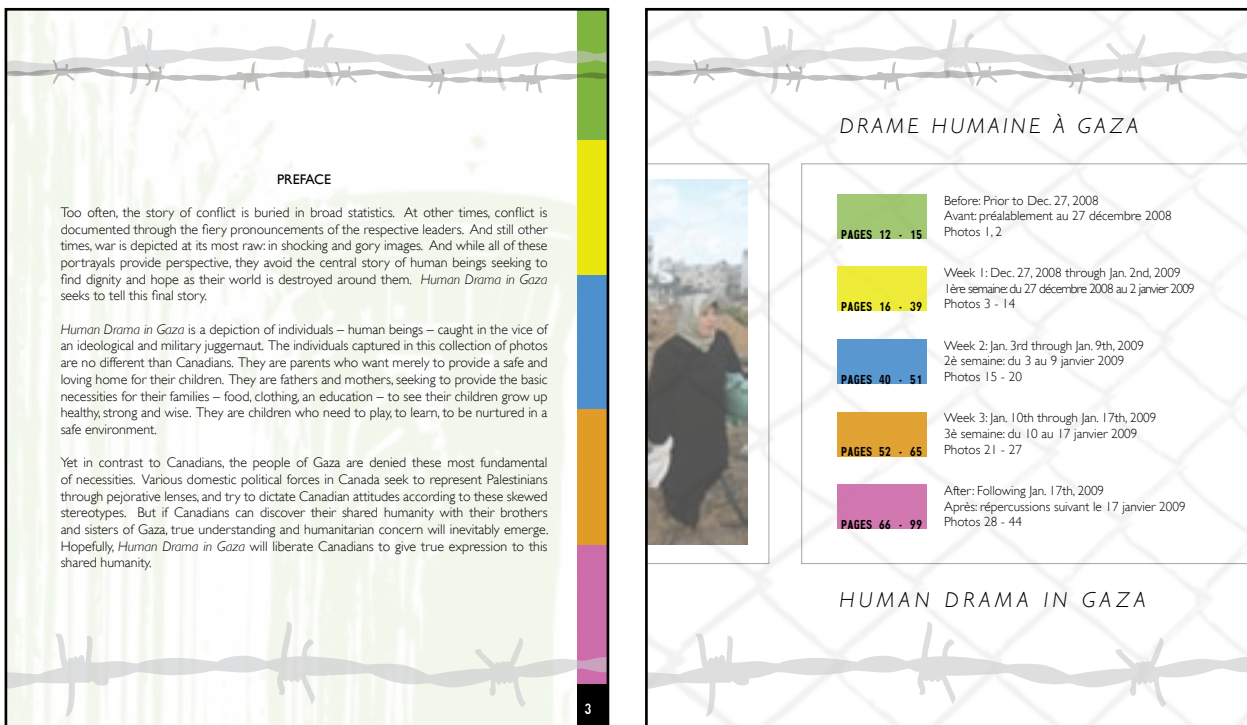
# Layout / Books & Covers

## Layout: Cataloguing History

In 2009, Montreal-based advocacy group CJPME hosted a major photo exhibit featuring images taken on the ground in a ravaged Gaza. I volunteered to do the design and layout of the 100-page bilingual accompanying catalogue.



Front and back covers



Preface and contents

## Layout / Books & Covers

This was a huge project, both emotionally and technically. Most people have never seen many of these images, and it's always with mixed feelings that I show it as one of my proudest pieces of work. Working closely with CJPME's president Thomas Woodley, we spent many hours and late nights figuring out colours, layout, and the timeline that runs throughout—the goal of which was to ground Western viewers in the same moment, by marking major dates like Christmas and Valentine's Day.

**Nov. 15, 2008**

RAFAH, Occupied Palestinian Territories: A masked Palestinian man holds onto a calf in a smuggling tunnel on the border between Gaza and Egypt. Israel had imposed economic sanctions on Gaza since 2006, and had maintained a near total blockade of the territory since June, 2007. Israel had tightened the blockade even more since it had abruptly ended the ceasefire in place at the time on Nov. 4th., with an airstrike in which Israel killed six Hamas militants.<sup>1</sup>


At the time of the photo, Muslims were preparing for Eid Al-Adha, in which calves are used to commemorate the patriarch Abraham's willingness to sacrifice his son. (Photo by Abid Katib / Getty Images)

**15 novembre 2008**

RAFAH, Territoires palestiniens occupés: Un Palestinien masqué retient un veau dans un tunnel de contrebande à la frontière entre Gaza et l'Égypte. Israël impose des sanctions économiques contre Gaza depuis 2006 et maintient un blocus presque total du territoire depuis juin 2007. Le blocus de Gaza par Israël s'est encore davantage renforcé à partir du 4 novembre 2008, jour où Israël décida de mettre brusquement fin à la trêve en place depuis plusieurs mois au moyen d'une frappe aérienne se soldant par la mort de six militants du Hamas.<sup>1</sup>

Au moment où la photo fut prise, les musulmans se préparaient pour l'Aïd Al-Adha, une fête lors de laquelle les veaux sont utilisés pour commémorer la volonté du patriarche Abraham de sacrifier son fils. (Photo de Abid Katib / Getty Images)

<sup>1</sup> For example, see McCarthy, Rory, "Gaza truce broken as Israeli raid kills six Hamas gunmen," *Guardian.co.uk*, Nov. 5, 2008. /*Nbr*, par exemple, McCarthy, Rory, "Gaza truce broken as Israeli raid kills six Hamas gunmen," *Guardian.co.uk*, 5 novembre 2008.



**NOV**

11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

ISRAEL KILLS 6 HAMAS MILITANTS, VIOLATES CEASEFIRE

**JAN**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

LE DIRIGEANT DU HAMAS NIZAR RYAN ET 14 MEMBRES DE SA FAMILLE SONT TUÉS LORS D'UN RAID DE L'ARMÉE ISRA�ËLIENNE

**DEC**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

LA MINISTRE ISRAËLIENNE TZIPPI LIVNI PROMET DE RENVERSER LE HAMAS SI ELLE EST ÉLUE

**FEB/FEV**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

VALENTINE'S DAY (NORTH AMERICA)

AVANT

1<sup>ÈRE</sup> SEMAINE

2<sup>È</sup> SEMAINE

3<sup>È</sup> SEMAINE

RÉPÉRCUSSIONS

40

NOV

DEC

1 15 23 29 6 13 20 27

ALL GAZA FLOUR MILLS SHUT DOWN; BAKERIES RUNNING OUT OF FLOUR

15

BEFORE

WEEK ONE

WEEK TWO

WEEK THREE

AFTERMATH

41

JAN 15

FEB/FEV

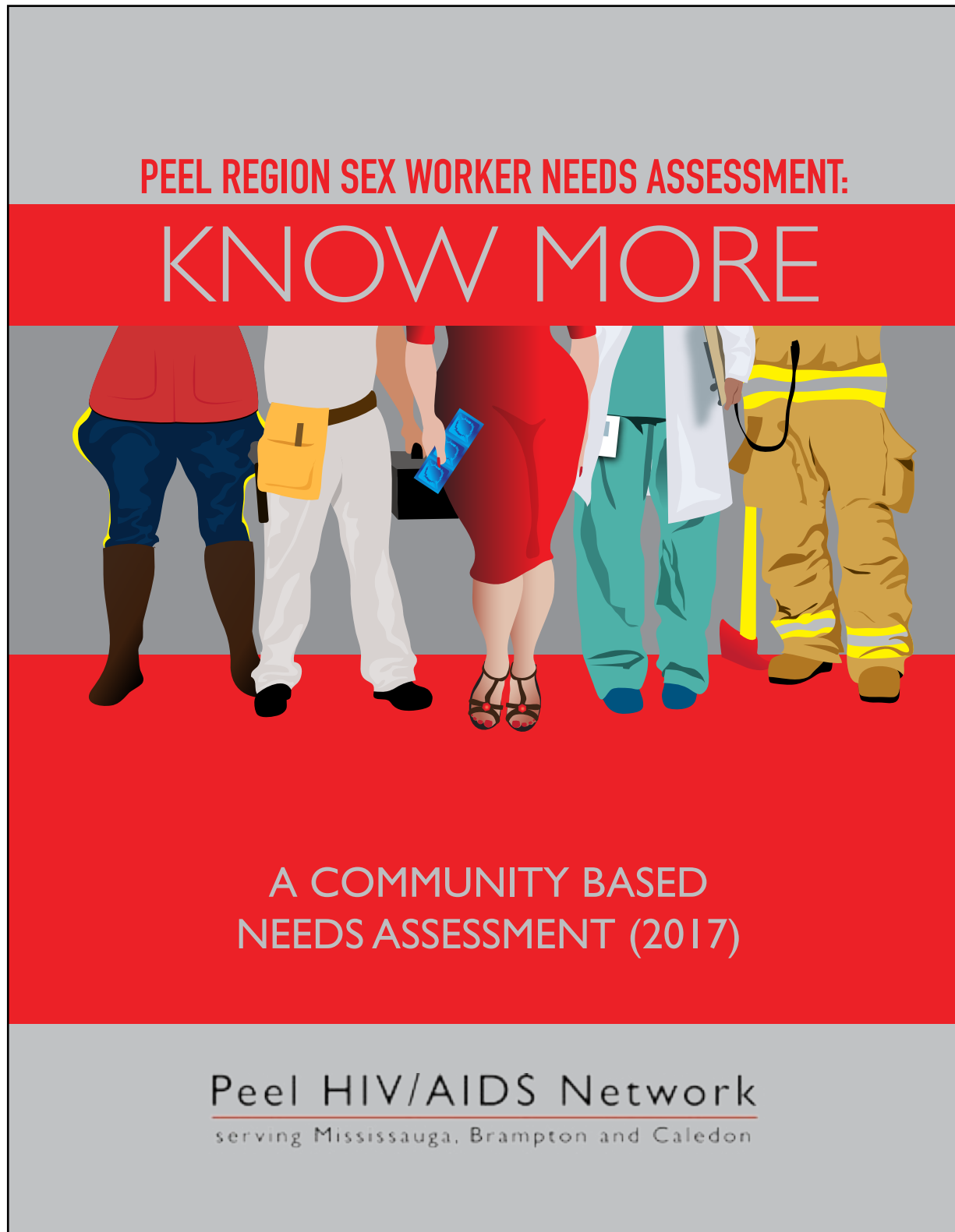
1 15 23 29 6 13 20 27

LES HÔPITAUX FONT ÉTAT D'UN NOMBRE DE MORTS ACCABLANTS CHEZ LES FEMMES ET LES ENFANTS

# Layout / Books & Covers

## **Report Cover: Making Academia More Exciting**

Part of PHAN's mandate is advocating for access to safer sex supplies, and reducing the stigma faced by sex industry professionals, both of which are shown to reduce rates of HIV infection. Their visual goals were to represent sex work as any other kind of work by juxtaposing a representation of a sex worker alongside a variety of well-known and respected professions for the cover of this needs assessment.





# Layout / Brochures

## Brochures: Potentially Powerful Points of Contact

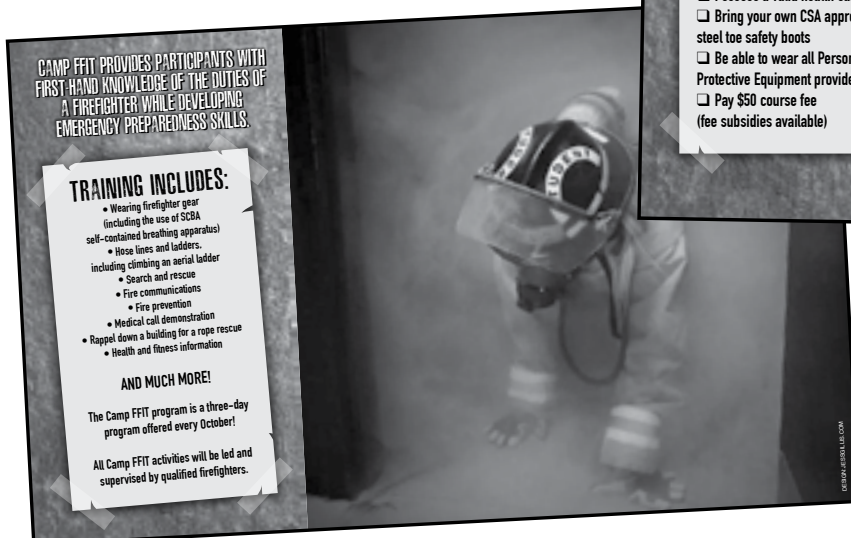
A well-done brochure can provide potential customers valuable information about your business or organization, and is an excellent way showcase information. When well-designed, a brochure can do double duty as a menu, poster, or even a portfolio.



Inside and fold



Inside opens up into a menu



Inside and fold



Front and back



# Layout / Posters

## Posters: Still Relevant in a Digital Age

Nothing beats a vast digital network to get the word out about an event, but to reach your maximum audience, a great poster is still a key element in any campaign.



**CJPME 2009 SPEAKER SERIES**

**CANADIANS FOR JUSTICE AND PEACE  
IN THE MIDDLE EAST**

**TONY BURMAN: The Case for  
AL JAZEERA IN CANADA**

**WITH TONY BURMAN, MANAGING DIRECTOR OF ALJAZEERA ENGLISH**

The CRTC must soon decide whether it will permit Al Jazeera English to broadcast in Canada. Come hear Tony Burman, Managing Director of Al Jazeera English, give his perspective on this important question for Canadian Media.

Canadians have until June 9th to make their opinion known to the Canadian government. Join CJPME and Mr. Burman to discuss this opportunity and have the opportunity to send your letter of support at the event itself!

Mr. Burman's talk will be followed by  
a time of Q&A with the attending public

**\$5**  
**MAY 27TH - 7 TO 9 PM**  
**BAHEN CENTRE**  
**ROOM 1160, 40 ST. GEORGE STREET, TORONTO**

**TONY BURMAN** joined Al Jazeera English as Managing Director in May, 2008, where he oversees an international news and current affairs channel that reaches more than 140 million homes in more than 100 countries around the world. This followed a distinguished career as a broadcast executive and award-winning news and documentary producer at the Canadian Broadcasting Corporation. Between 2000 and 2007, he was Editor-in-Chief of CBC News, overseeing CBC's TV, radio and online operations. Mr. Burman has received more than 100 awards for programming and network achievements in Canada, the US, the UK, France, Monte Carlo and Argentina. Under his leadership, AJE has been widely recognized for its groundbreaking reporting from Africa, Asia, the Middle East, Europe and the Americas. In January 2009, AJE received international acclaim for its coverage of the War on Gaza, where AJE was the only international English-language channel reporting from both sides of the conflict. In his 15-year CBC career, he produced news programs and documentaries in more than 30 countries, spanning the Middle East, Europe, Africa, the United States and Latin America. He began his career as a reporter with The Montreal Star.

**CJPME**

FOR ALL INFORMATION, PLEASE VISIT [WWW.CJPME.ORG](http://WWW.CJPME.ORG)

**ARE YOU READY FOR  
CAMP FFIT?**  
FEMALE FIREFIGHTERS IN TRAINING

Help others in crisis • Physically intense work • Career and fitness advice  
Try search and rescue in smoke • Rappel down a building  
• Use bunker gear and air packs (SCBA) • Climb a 25m ladder and more!

Open to women aged 16-19 in Hamilton | October 13-15, 2017  
Info at [www.hamilton.ca/campffit](http://www.hamilton.ca/campffit)

# Typography

*a*  
SOLO  
STRINGS  
*affair*

FEATURING  
*Rich Cloke*

VERONICA CROOKALL • LINDSAY CZITRON • SONJA SEILER

LIVE AT  
TENNESSEE

1554 QUEEN W. TORONTO  
SUNDAY, MAY 15, 9PM  
..... *All Ages* .....

\$10

≈#HASHTAG≈  
PINTEREST **MEME**  
ALGORITHM FOLLOWERS  
**ENGAGEMENT**  
FACEBOOK INSTAGRAM  
CONVERSATION  
≈ANALYTICS≈  
TWEET

*Social*  
media

# Social Media / Analytics & Overview

## Social Media: Leading the Modern Conversation

It may have started as a fun social tool, but social media is becoming increasingly relevant to businesses, organizations, causes, and really... everyone! Instagram stars have reached movie star level fame, and Twitter Influencers wield levels of power once reserved for the very wealthy or members of government. Increasing numbers of people are relying on Facebook for everything from keeping in touch with family to keeping abreast of current events. Social media is an amazing phenomenon: a more democratic space where everyone with access has a voice and can have an impact. Social media has launched wildly popular campaigns. Social media has sparked revolutions.

## Making an Impact: By the Numbers

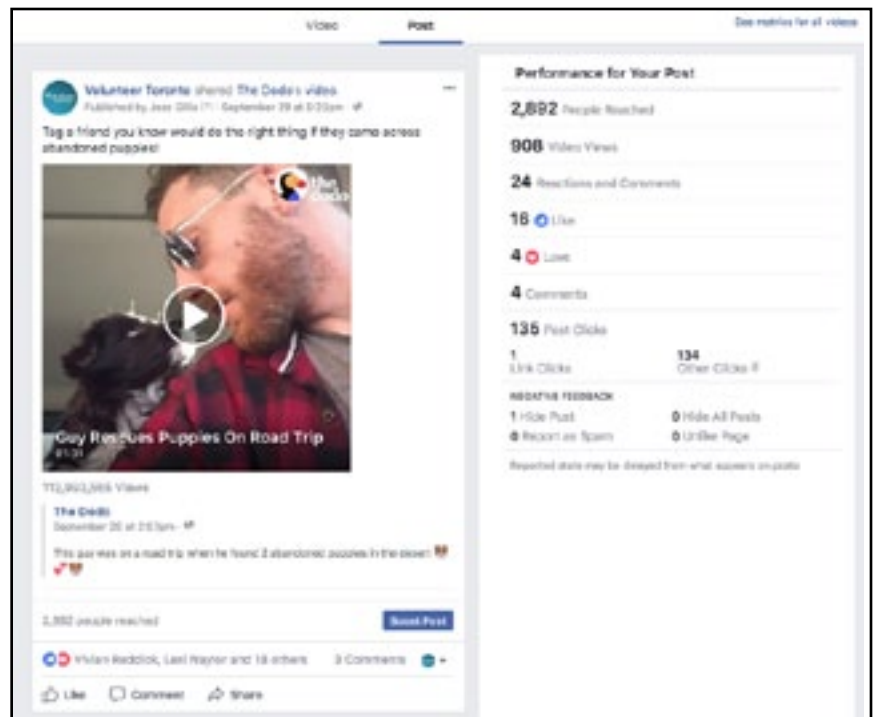
Social media is fun, and sometimes things go viral by accident, and make their poster or creator an overnight sensation. If you aren't lucky enough to stumble into viral fame and the legitimacy that a large following can garner, you have to work at it—just like the rest of us. While some content creators may not be the most enthusiastic data crunchers (and vice versa), it's important to know your numbers, to track them, and to be especially aware of the following:

**Your Audience:** Who follows you, engages with you, and signal boosts your content? Who do you want to be doing those things? Is it people who ride bikes in Toronto? Is it women who are into boxing? Is it people of all ages who are concerned about mindful living and heart-healthy recipes? Figuring out who it is you're speaking to—and who you want to be speaking to—is key in formulating a social media strategy.

**Your Voice:** Your voice speaks to your values, your priorities, and lets you be uniquely you! If you believe that “you get what you give”, it follows that your message, your energy, your voice will attract your crowd.

**Your Engagement (the numbers):** Part of a great social media presence is posting consistent, on-brand, and relevant content. How do you know what makes great content? Look at the numbers of people engaging with it. When you find your top (and bottom) content, look for similarities including: time of day, channel, content type (post, video, photo, gif, etc.), and build your strategy around it.

**Your Goals:** Is your goal to build a following, sell products, make people laugh, raise awareness, or maybe start a revolution? Know them and integrate them into your strategy.



Example of a popular Facebook post





- Messaging is on-brand for Volunteer Toronto (giving back, personal empowerment), and was posted on Friday afternoon
- It's a video, which tend to do well generally
- It's got puppies (animals rule the internet)
- It has a direct CTA (call-to-action), namely to “tag” a friend



# Social Media / Content Strategy

## Social Content: Keep it Consistent

One of the most effective ways to build a loyal and engaged following is to post relevant, interesting content on a consistent basis. Using tools like Hootsuite and Tweetdeck allow you to schedule your content at the most effective times. Bank memes, graphics, blog posts, updates. So you aren't overposting on finicky-algorithm-based platforms like Facebook (save the live updates for Twitter), make yourself a social media calendar:

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	9:00-12:00	MM	DGT Blog	Digital Story				
	12:30-3:30		OOTW#3		OOTW#1 (arts)		OPC (Saturday)	
	3:30-6:30			OOTW#4		OPC Viral		OOTW#2 (health)
	6:30-9:30	VolsofTO#1	VolsofTO#2	VolsofTO#3				
	9:00-12:00	MM DGT Blog#1	A Blog#3		A Blog#1			
	12:30-3:30		OOTW#3/FS	DGT Blog#2	OOTW#1	DGT Blog#3	OOTW#2	
	3:30-6:30		VolsofTO	OOTW#4		Gif?	A Blog#2	
	6:30-9:30							
	9:00-12:00							
	12:30-3:30	MM	OOTW#3			Regram		OOTW#2
	3:30-6:30						GIF	
	6:30-9:30		VolsofTO	OOTW#4	OOTW#1			
	9:00-12:00	DGT Blog	VolsofTO#1	OOTW#3	A Blog	OOTW#2	Article	
	12:30-3:30				OOTW#1			
	3:30-6:30							
	6:30-9:30							
LEGEND		MM: Motivational Monday OOTW: Opportunity of the week		FS: Featured Subscriber OPC: Other People's Content		Blog: DGT Do Great Things/A Inspiring Action VolsofTO: Volunteers of Toronto Digital Story		

## Content Strategy: All 'Bout That Leverage

In addition to posting updates and content related to your organization's brand, it's important to leverage social trends. When done effectively, this can drive traffic and engagement. Capitalize on popular regular trending topics like #MotivationMonday/#MondayMotivation, #ThrowbackThursday/#TBT, #WednesdayWisdom, #FollowFriday, etc., and zero-in on local topics like #TOpoli, #BikeTO, #TheaTO—using whichever is most relevant, and framing your content to align with your mission, vision, and values.

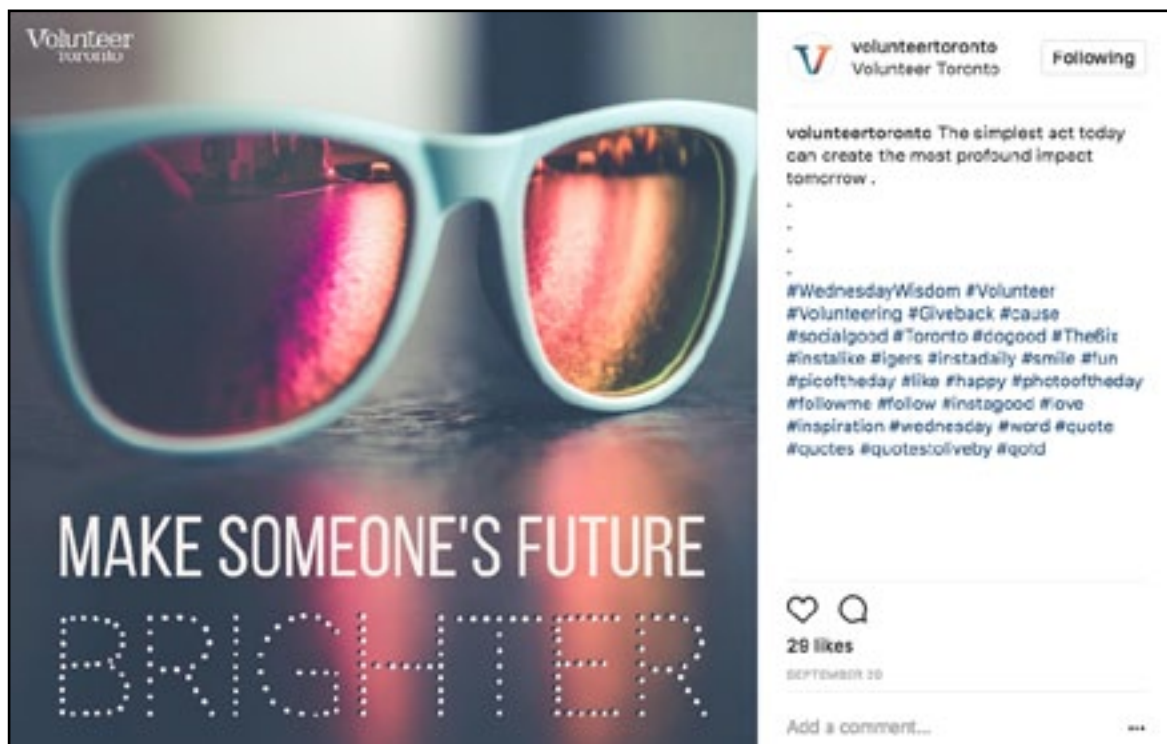
Using other people's success can help too! It's suggested that Piggybacking on viral content can boost visibility in numerous ways. Leveraging external relevance, such as statutory holidays, popular festivals, and daily "internet holidays" (National Chocolate Cake Day?) can also be effective.

# Social Media / Sample Content

## Volunteer Toronto: Personal Empowerment

VT's social channels are meant to inform, inspire, and engage their audience, while also providing them with ample opportunities to find meaningful volunteer roles. Focused locally when possible, we like to keep our posts light, positive, uplifting, and meaningful.

Instagram: High performing #MondayMotivation posts



# Social Media / Sample Content

Instagram: High performing #MondayMotivation posts





# Social Media / Sample Content

Custom greetings for #NPValentine  
(non-profit Valentines Day)



Branded Infographic



#MondayMotivation posts





BLOG POSTS

MOTIVATION MONDAY

**RETWEETS**  
LISTICLES  
VLOGS MEMES

INFOGRAPHICS

QUIZZES RECIPES

**USER-GENERATED**

HUMAN INTEREST STORY **ARTICLE**

GIFS INTERVIEWS

content  
*creation*

# Blog Post / Educational

## Blogs: Adding Value

Blogs are a fantastic way to provide quality content to your audience. Below is a guest post written for Volunteer Toronto's industry targeted blog, [Inspiring Action](#), where I share my digital marketing and communications expertise with small groups who have little—or no—budgets.



## 5 Tips & 5 Totally Free Tools to Elevate Your Digital Presence

### No Digital Marketing Manager? Here's How To Get By!

Grassroots groups and non-profits are often strapped for resources, and it's not uncommon for volunteers, members, and staff to wear many hats. Is your Kitchen Assistant managing your website? Are you tweeting two weeks' worth of content at 2 am on Friday because that's the only time you have to do it?

Some say *"Never judge a book by its cover"*, but many of us still do. The same can be said for your online presence. Not everyone is going to care if your Facebook cover photo is badly cropped and pixelated, but ignoring comments, having impossible-to-find contact information, or being invisible on Google may cost you clients, followers, and/or legitimacy.

If this sounds familiar, these tips are here help. Not sure where to start? Don't worry! The FREE tools you need to execute the are listed below.

#### 1. Get Branded

Getting branded is less painful than it sounds. Your organization's brand is essentially colours, fonts, shapes, messaging, language, and—ideally—a logo which represent your mission, vision, values, and voice. Even just selecting some colours and fonts and using them consistently can improve your digital image. If you'd like to dive deeper into, check out [this post](#).

#### 2. Have a Website

Your website doesn't have to be fancy, or complicated, but it should exist. Think of it as your central hub that holds your contact information, links to your social media, information about your organization, and even a "donate" button. When you're out connecting with folks, you can simply direct them to your site. While it's not free, consider registering a custom domain for your site (they cost around \$15 per year).

#### 3. Get on Social Media

Social media can be intimidating, even for us pros. Though it can ask a lot in terms of time and energy, it also gives back, like a platform for conversation, and unique insights into your crowd.

# Blog Post / Educational

## 4. Maximize Your Socials

Social media works best when you have a large—or a smaller, but highly engaged—network. The most effective way to achieve that (without a huge budget) are to provide the following:

- [Good quality content](#): Relevant to your audience's interests and the channel (e.g. GIFs on twitter, photos on Instagram)
- Strong engagement: Responding to comments and messages, directing your audience with calls-to-action (e.g. "tag a friend who would cuddle this cute dog!"), and most important: listening!
- Consistency: If you're radio silent for 3 weeks then post 10 things in 10 minutes on Facebook, your content will get lost and your audience will get confused. (Also, Facebook's algorithms [like around 1 post per day](#)).

**5. Schedule!** Make a [calendar like this one](#). Use your spare time to bank content (articles, links, event postings, etc.) for the week, or even the month ahead, and use an app or website (listed below) to schedule it. Then, hop online during your commute or when you have a spare minute and share, retweet, and respond to inquiries. Use free tools like [Google docs](#) and Trello to stay organized and communicate with your team.

## What now?

Tips are great, but websites cost money and social media is too time-consuming, right? Not necessarily. While you may invest some time initially getting familiar with them, these free tools can help you improve your presence online and maybe even save you time in the long run.

**1. Canva** is an accessible, responsive tool with pre-made templates for all of the common social channels, in addition to free images, clip art, and fonts. They also have a wide selection of templates for printed assets, like brochures, envelopes, and posters. Canva has [a free option for non-profits](#) which allows you access to the upgraded Work Plan (it's well worth it to upload your brand colours and fonts, and use the "[magic resize](#)" function). Check out these tutorials:

- [60 Second Design](#)
- [Branding Basics](#)
- [Intro to Canva for Work](#)

**2. Wix.** Need a website? Wix is a great free option. With intuitive drag and drop functionality and hundreds of free templates and apps to choose from, its HTML-based sites are also optimized for mobile. It's also super easy to preview what your site will look like live. Click [here](#) for a quick intro lesson.

**3. Hootsuite.** This amazing tool allows you to schedule and share content to a variety of different social media channels. It also allows you to set up custom lists and channels—so you can monitor, say, all tweets about penguins—AND gives you access to data.

**4. Stock Images.** You should almost never be posting content without an accompanying image. Images draw people in and give context. Check out [this list of 21 fantastic stock image sites](#). Below are a select five:

- [Pexels](#)
- [Pixabay](#)
- [StockSnap.io](#)
- [Unsplash](#)
- [Gratisography](#)

**5. Free Fonts.** Not that Arial and Calibri aren't super sexy, but sometimes you want to create more of an impact than the few standards can provide. These are a few tested and true sites for free font downloads:

- [1001 Free Fonts](#)
- [DaFont](#)
- [FontSpace](#)

Remember! You don't have to jump into every social media channel, app, or website builder right away. Some of these tips and tools may work for you, some may not. Maybe the conversation you want to have is on Twitter, or maybe you have a visual presence that would do better on Instagram or Pinterest. Start small, and build your presence as your knowledge and capacity grow.

# Media Advisory

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Media Advisory

## **At Volunteer Toronto's sold-out VECTor conference, innovation and ground-breaking research are on the agenda.**

For immediate release  
November 1, 2017

Toronto, ON—Volunteer Toronto's annual VECTor conference brings together thought leaders, volunteer managers, and industry professionals for a full day of workshops, discussions, and networking. VECTor is the only full-day conference in Toronto designed to facilitate the exchange of innovative ideas and cutting edge research in the volunteerism sector.

Already in its fourth year, VECTor 2017 features an exciting lineup of presenters. Participants will hear from volunteer favourites Hot Docs, Luminato, and many more on the subjects of volunteer recognition, client engagement, and unique approaches to mentoring. In the afternoon, presenters will explore barriers facing volunteers, and how the changing political climate is affecting volunteering. Erin Spink will present her ground-breaking research, *What Influence Does the Political Landscape Have on Volunteering?* for the first time in Toronto.

This is a fantastic opportunity to learn about the strategies associated with highly effective volunteer programs, the ever-evolving political landscape at home and to the south, and about how better access to volunteer opportunities can improve individual employability.

What: You're invited to attend Volunteer Toronto's 4th annual VECTor Conference, which will include interview opportunities.

When: Wednesday, November 8th, 2017 from 9:00 a.m. - 4:00 p.m.

Where: Central Toronto YMCA, 20 Grosvenor Street, Toronto, ON M4Y 2V5

Who: Join facilitators Adriane Beaudry (Heart & Stroke Foundation), Kelly Harbour (Volunteer Toronto), and Bobby Hrehoruk (Rainbow Railroad) as they lead discussions and presentations featuring: Erin Spink, M.A., researcher and highly-regarded National Manager, Volunteer Engagement of Crohn's and Colitis Canada; Alicks Girowski, Hot Docs; Saskia Rinkoff, ImagineNATIVE & LUMINATO; Amele Zewge-Teffera, The Stop Community Food Centre; Racine Senining, The Yonge Street Mission; and Lisa Robinson, Volunteer Toronto.



# Special Feature

## Ballyhoo! Spotlight: Profiling the Best

Samples from the Ballyhoo! Spotlight Series, where we would profile a client periodically. Original layout, logo, and writing.



# SPOTLIGHT

*Itah Sadu*

February 2015

By Jess Gillis

## Black History Month Special

### COMMUNITY LEADER

In addition to having worked as a social worker, a fund raiser, a community developer, an educator, and an administrator, **Itah Sadu** is also a community leader, an entrepreneur, an author, a storyteller, and - it's safe to say - an inspiration to many.



### A DIFFERENT BOOKLIST, INDEED

I'm supposed to be researching the wonderfully talented Itah for this bio, and naturally, I find myself on the ***A Different Booklist*** website - one of Toronto's favourite, longest-running, and most popular independent bookstores. And, arguably, its most diverse. **Itah is the co-owner.**

### AUTHOR & STORYTELLER

It's a sad fact that diverse, multi-ethnic children's stories are hard to find on corporate chain stores' shelves. **Itah Sadu's** numerous children's books are a welcome contrast to that, and truly represent the diversity of our culture.

**Itah's books**, all of which I'd recommend, include, but are not limited to the following:

### TITLES

- *How the Coconut Got Its Face*, 1988
- *Name Calling*, 1992
- *Christopher Changes His Name*, 1996
- *Christopher, Please Clean Up Your Room*, 1996
- *Please Clean Up Your Room!*, 2006
- *A Touch Of The Zebras*, 2003

To put it mildly, I am *distracted*. Rather than compiling and editing the dozens of facts about, titles and stories by, acclaims and accomplishments of, and videos with Itah Sadu, I've switched from making a mental list, to making a paper list of books / *simply must read* (there are SO MANY), all winking at me from ***A Different Booklist's*** home page.

Just a few of the over fifteen titles I've written down thus far include: ***Americanah*** (Chimamanda Ngozi Adichie); ***Rhymes to Re-Education: A Hip Hop Curriculum*** ([www.rhymestoreeducation.com](http://www.rhymestoreeducation.com)); ***Bad Feminist*** (Roxanne Gay); ***Create Dangerously*** (Edwidge Danticat); plus books about ***Jimi Hendrix***, ***Gil-Scott Heron***, ***Booker T. Washington***, and ***Stokely Carmichael***.

See? Definitely **not** your average bookstore's lineup.

“...Women are natural entrepreneurs...”

- Itah Sadu

# Special Feature

## Writing: Going for the Gut

Never underestimate a great piece of writing. It can spark inspiration, evoke emotion, make radical and innovative ideas digestible, and even change the world.

### AWARDS & ACHIEVEMENTS\*

- Marilyn Lastman Award, 2004
- BBPA Exchange, Woman of Honour, 2011
- Sesheme, *Hero Amongst Us*, 2013
- African-Canadian Achievement Awards, Excellence in Community Service, 2014
- Harry Jerome Scholarship, Trustee and Board Member
- Caribbean Canadian Literary Expo, Board Member
- Bachelor of Arts Degree in Political Science, York University

(\*Not a complete list)

"...Because every  
single thing in the  
world  
has a book,  
or a book is  
written on it..."  
– Itah Sadu

(Below: Inside the "A Different Booklist" store)



### VIDEOS

Want to learn more about Itah Sadu, listen to her wonderful stories, or just enjoy some of her obvious warmth via video? Check out the links below:

- Itah Sadu's Story of Belonging
- Itah Sadu Shares Her Stories
- Why Women are Natural Entrepreneurs (or "Never Wash A Man's Underpants")
- My Black Hero Is...

Follow "A Different Booklist" online:



### LINKS & REFERENCES

<http://www.insidetoronto.com/news-story/19635-a-different-bookstore/>  
<http://www.yongestreetmedia.ca/features/differmtbooklist0714.aspx/trackback/>  
<http://africancanadianachievementawards.com/2014-awardees/2014-excellence-in-community-service-itah-sadu/>  
<https://www.youtube.com/watch?v=dvOlrPwqZiU>  
<http://www.cbc.ca/player/News/Canada/Toronto/Our+Toronto/ID/2438987108/>  
<http://tvoparents.tv.org/video/172876/itah-sadu-my-black-hero>  
ITAH PHOTO SOURCE: <http://www.threeoclockpress.com/authors/itah-sadu>  
STORE PHOTO SOURCE: [http://www.yongestreetmedia.ca/galleries/Features/Issue\\_26/ISS25\\_feat\\_DiffBook06.jpg](http://www.yongestreetmedia.ca/galleries/Features/Issue_26/ISS25_feat_DiffBook06.jpg)