



Formerly NDC | Partners in Community Development

## Using your loan fund templates

To support your loan fund marketing work, we have created a set of templates that you can easily customize.

The following templates are available:

Text templates	Canva Templates
Email to individual partners Mass email blast Press release* Social media announcement	Website banner* Social media graphic* Postcard mailer* Flyer*

Canva is an easy-to-use graphic design platform. Please see instructions for using Canva below, and an [instructional video linked here](#).

Please note that we kindly request that Grow America's communications team be given the opportunity to review the templates marked with an (\*) before they are distributed. This is to help us ensure the integrity of our brand. To request review, please contact Allison Kelly, Communications Director, at [akelly@growamerica.org](mailto:akelly@growamerica.org).

Our communications team is also available to support any questions you have about using the templates. Don't hesitate to reach out!

### Step-by-step guide to using Canva templates.

- Open a free account on [Canva.com](https://www.canva.com)
- Click on the template link above that you wish to use
- Save the template to your own Canva account
- Open the comment in the right hand corner of the template, which provides instructions on the information that should be modified
- Modify the template as needed by adding your logo, municipality name, and contact information
- The flyer and postcard mailer templates have placeholders for a QR code that will link to your loan fund information page. Please follow [these instructions on creating a QR code](#).

## Tips

- Ensure that you add your logo, contact information, and city name. Double check all spelling to ensure accuracy.
- Keep the template as is. We do not recommend changing the layout, fonts, or colors unless you are or have access to an experienced graphic designer.
- If your city name or email address is particularly long, the text may not fit in the allotted space. You can decrease the size of the text, or contact Grow America for support.