



Marketing Meets Strategy





Brian Worrall

**Chief Marketing &
Technology Officer**

Chicagoland Habitat for Humanity

brian.worrall@chicagolandhabitat.org



Brianna Jonas

Communications Manager

Habitat for Humanity of Minnesota

brianna.jonas@habitatminnesota.org



Overview

- HFHI Resources
- Social Media
- Content Creation
- AI Usage and Policy
- Community Partnerships



HFHI Resources

- Brand Guidelines
- Proper Logo Usage
- Brand Visuals
- Rentable Signage
- Digital Asset Network



Brand Guidelines

- Brand Guidelines are in My Habitat's Product Portal:
 - Full Big Book
 - Guide for Designers
 - Guide for Writers
 - Guide for ReStores





Products

Published 1/27/2025

Important:

Read this [news item](#) for an update regarding Habitat for Humanity's new Product Portal.



Explore the new Product Portal

Access Donated Product from vendors like Whirlpool and Levolor, as well as Branded Resources including affiliate logos, Habitat ReStore identifiers, fonts, icons and digital and graphic art files.

[Go to portal →](#)



Product Portal

[See All Branded Resources](#)



Brand center

Stay up-to-date on Habitat's new branding and messaging standards with these guidelines, selected brand assets for creative use, and design templates to make it all easy to use.

[Get started](#)

Download logos

Get the approved logos for your affiliate or other Habitat organization. Logos are available in various file formats for print and digital and in brand-compliant colorways.

[Find your logos](#)



Order special
Habitat magazine
honoring Carters



Branded products



Library



Campaigns and
special events



ReStore and Store



Business



Annual releases



Programs

[Back](#)

Guidelines



Guidelines

Logos



Logos

Icons



Narrative icons

Design
Templates



Design templates

Font
Packages



Font packages

Graphic
Assets



Graphic assets

Proper Logo Usage

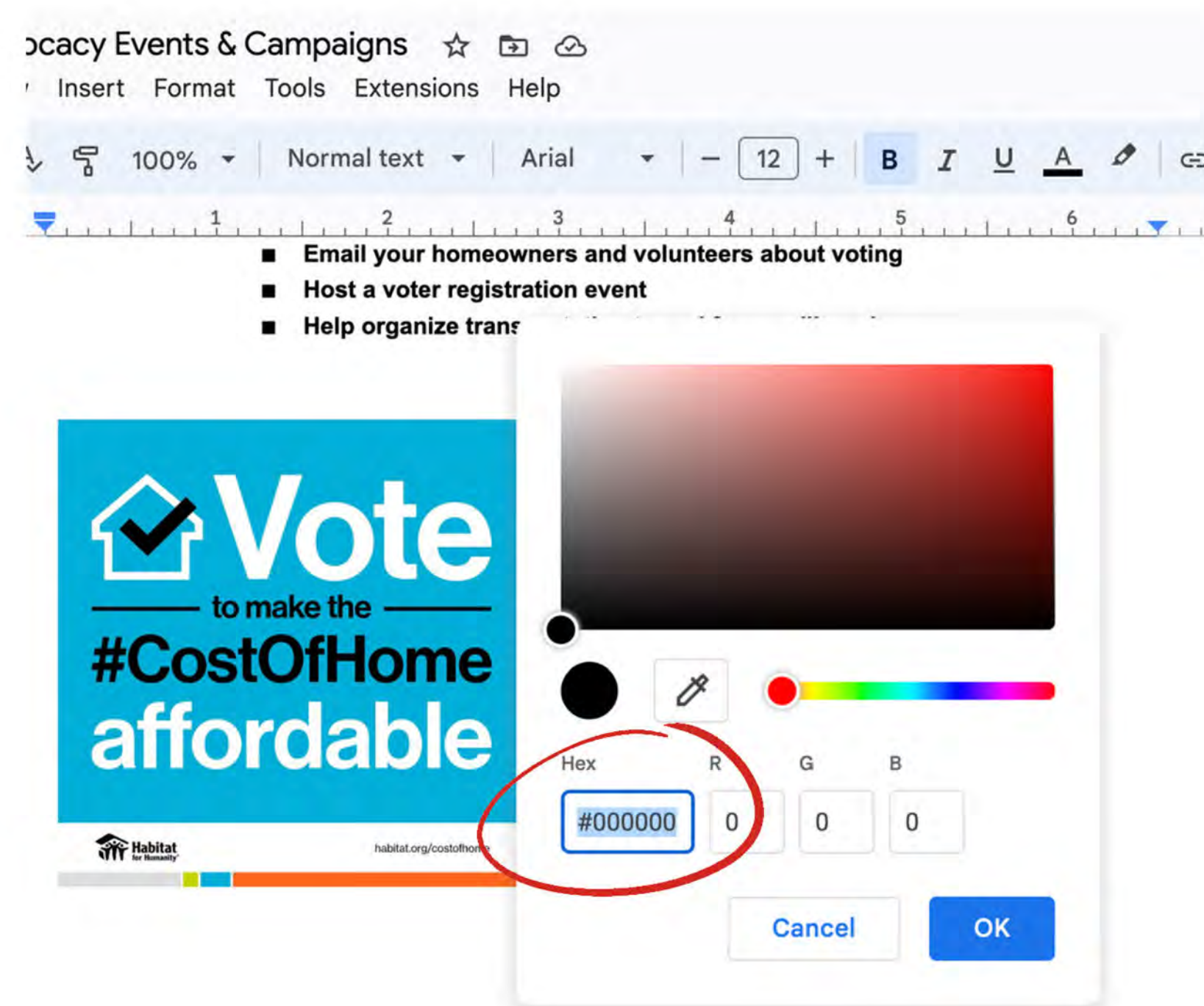
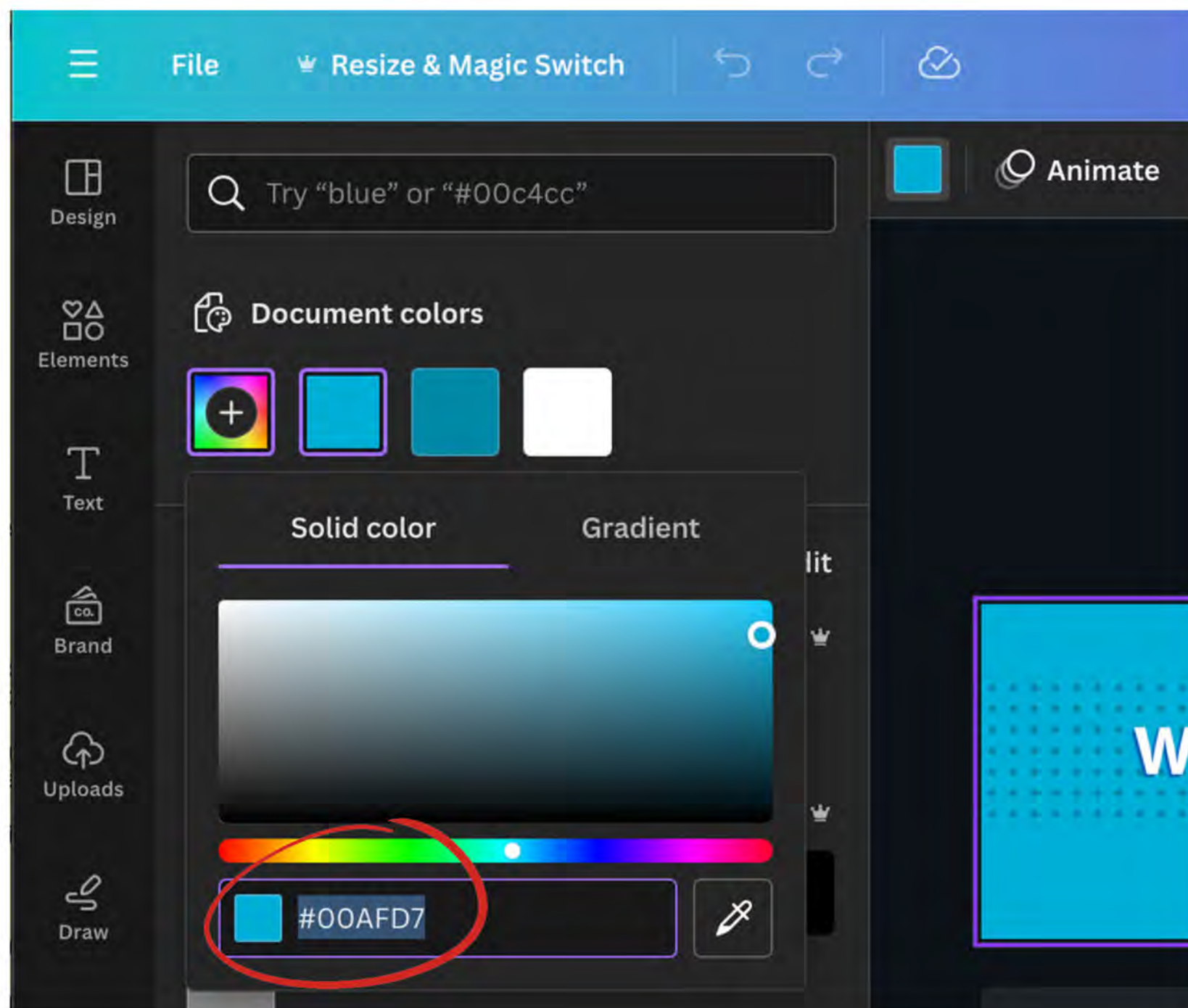


Brand Visuals

- Colors
- Fonts
- Icons



PANTONE® 638	PANTONE® 382	White	Cool Gray 8	Black
C: 86 M: 0 Y: 9 K: 0	C: 28 M: 0 Y: 100 K: 0	C: 0 M: 0 Y: 0 K: 0	C: 23 M: 16 Y: 13 K: 46	C: 0 M: 0 Y: 0 K: 100
R: 0 G: 175 B: 215	R: 196 G: 214 B: 0	R: 255 G: 255 B: 255	R: 136 G: 139 B: 141	R: 0 G: 0 B: 0
HEX: 00AFD7	HEX: C4D600	HEX: FFFFFFFF	HEX: 888B8D	HEX: 000000
VINYL: 1016	VINYL: 1030	VINYL: 74	VINYL: 95	VINYL: 72



Aa

NHaasGroteskDS
Pro-65Md.otf

Aa

NHaasGroteskTX
Pro-55Rg.otf

Aa

NHaasGroteskTX
Pro-56lt.otf

Aa

NHaasGroteskTX
Pro-75Bd.otf

Neue Haas Grotesk or Arial

Rentable Signage



[See All Branded Resources](#)



Brand center

Stay up-to-date on Habitat's new branding and messaging standards with these guidelines, selected brand assets for creative use, and design templates to make it all easy to use.

[Get started](#)

Download logos

Get the approved logos for your affiliate or other Habitat organization. Logos are available in various file formats for print and digital and in brand-compliant colorways.

[Find your logos](#)



Order special Habitat magazine honoring Carters



Branded products



Library



Campaigns and special events



ReStore and Store



Business



Annual releases



Programs

Rentable Signage

[Back](#)



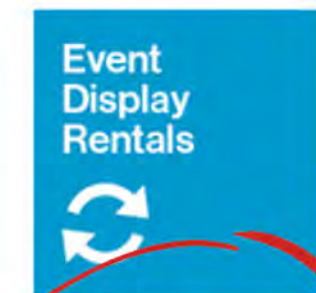
Web and social
media



Build site
accessories



Signage and decals



Event display
rentals

Rentable Signage

- Pay for Shipping
- Hold for 1 Month

Description:

Sort By:

--Select--

Ascending

Sort

Clear Filter

Apply Filter

Displaying 1-3 of 3 Rows. Page 1



"Together we" series - thrive / renew 2ft Euro Fit

Item: EDR0005

Rental period is 4 weeks from date of shipment. Approximately 2'x6'.

Weight: 30.0.

Category: BRANDED-PRODUCTS

Sub Category: EVENT DISPLAY RENTAL

Quantity Remaining: 1

Cost: \$75.00

Select



Black Dress/Yellow T-shirts 4ft Eurofit

Item: EDR0001

Rental period is 4 weeks from date of shipment. Approximately 4'x7.5'.

Weight: 30.0.

Category: BRANDED-PRODUCTS

Sub Category: EVENT DISPLAY RENTAL

Quantity Remaining: 1

Cost: \$75.00

Select



White Tops - Blue Hard Hat 4ft Eurofit

Item: EDR0002

Rental period is 4 weeks from date of shipment. Approximately 4'x7.5'.

Weight: 30.0.

Category: BRANDED-PRODUCTS

Sub Category: EVENT DISPLAY RENTAL

Quantity Remaining: 1

Cost: \$75.00

Select

Digital Asset Network (The DAN)

- Stock Imagery



Digital Asset Network User Guide





13 Items

 All Files ▼

A-Z Sort by Name ▲



Clear All

A to Z

Z to A

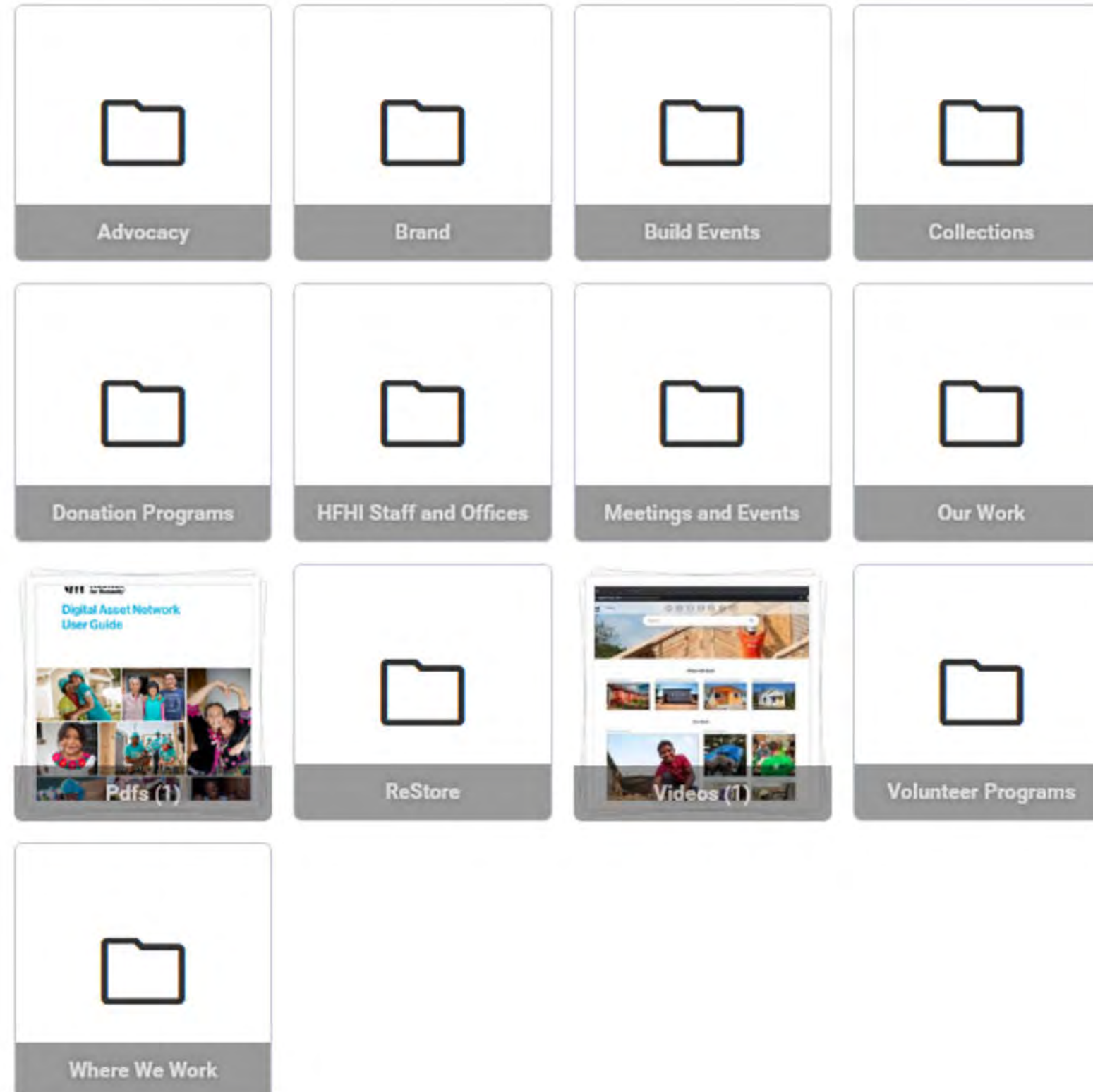
Photos



Library

▼ DAN PORTAL

- > Advocacy
- > Brand
- > Build Events
- > Collections
- > Donation Programs
- > HFHI Staff and Offices
- > Meetings and Events
- > Our Work
 -  Pdfs
- > ReStore
 -  Videos
- > Volunteer Programs
- > Where We Work

 Library /  DAN PORTAL

^ Tags

... Clear

Choose a tag



Untagged USCAN EVERGREEN
CWP AP DETAIL TCIS
CONSTRUCTION VOLUNTEERS
NEIGHBORHOOD

▼ Images

▼ Smart Tags

▼ File Size

▼ Date Uploaded

▼ Date Created

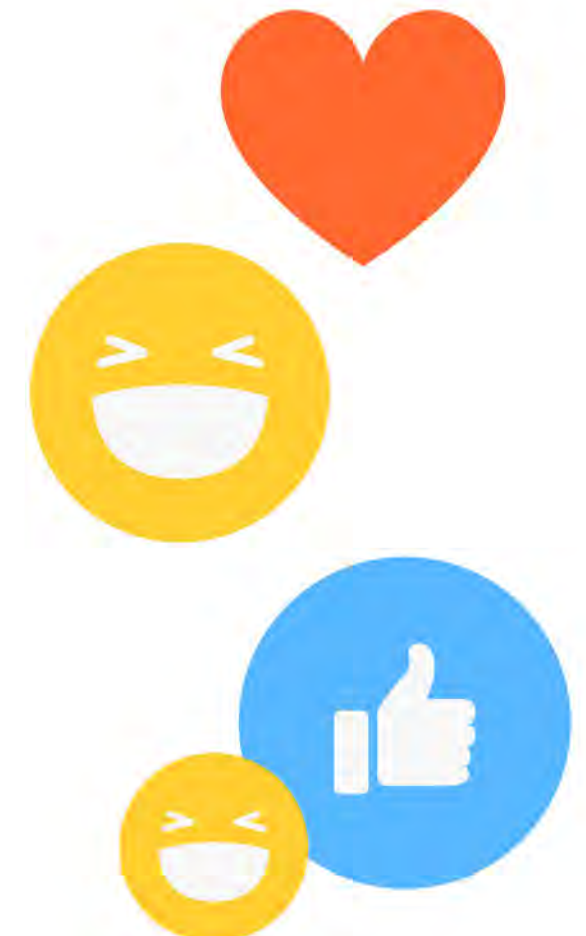
Social Media

- Choosing a Platform
- Content Schedulers
- Understanding Algorithms



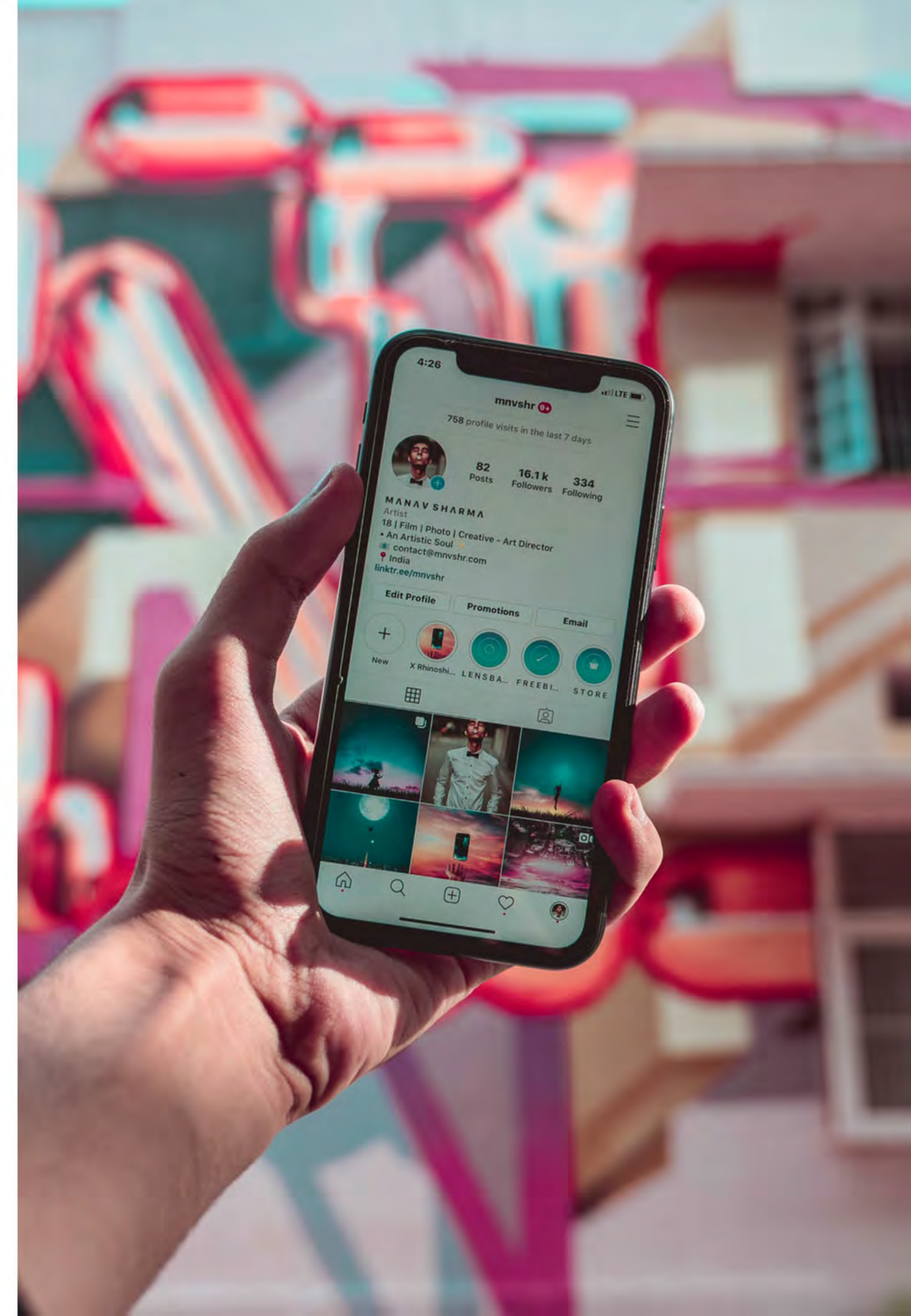
Choosing Platforms

- How much maintenance does the platform require?
- How much capacity do you have?
- Where is there already an established network?
- What conversations are you hoping to drive and stories are you hoping to tell?
- Do you run a ReStore?



What's Out There

- Facebook, Instagram, Twitter/X, Threads, Bluesky, LinkedIn, YouTube, and Pinterest
- TikTok, Snapchat



Schedulers

- Built-In Platform Schedulers
 - Meta Business Suite
 - Twitter/X and Youtube
- Paid Services
 - Sendible - \$29/month
 - Hootsuite - \$99/month (\$600/year with discount)
 - Hey Orca - \$41/month
 - and many others
- Look for TechSoup Discounts - 75% off



Platform Algorithms

- Visuals are KEY
- Platforms want to keep traffic
 - Links to drive traffic to your website
- Tagging: hashtags, users, and locations
- Relevancy and complexity



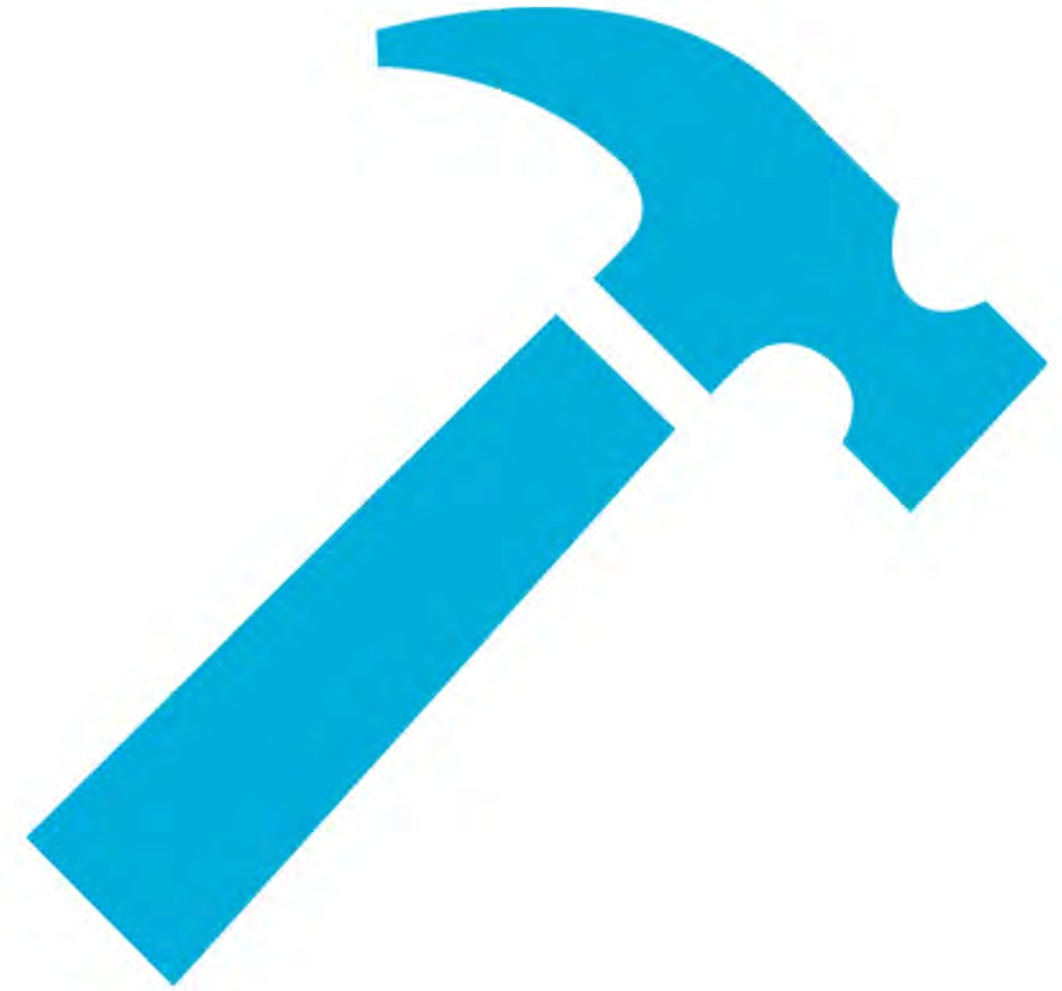
Content Creation

- Graphic Design Tools
- Photo and Video Tips
- Waivers and Releases
- Engaging with Local Creators



Design & Editing Tools

- Adobe Products
 - Express
 - InDesign
 - Photoshop
 - Illustrator
- Canva



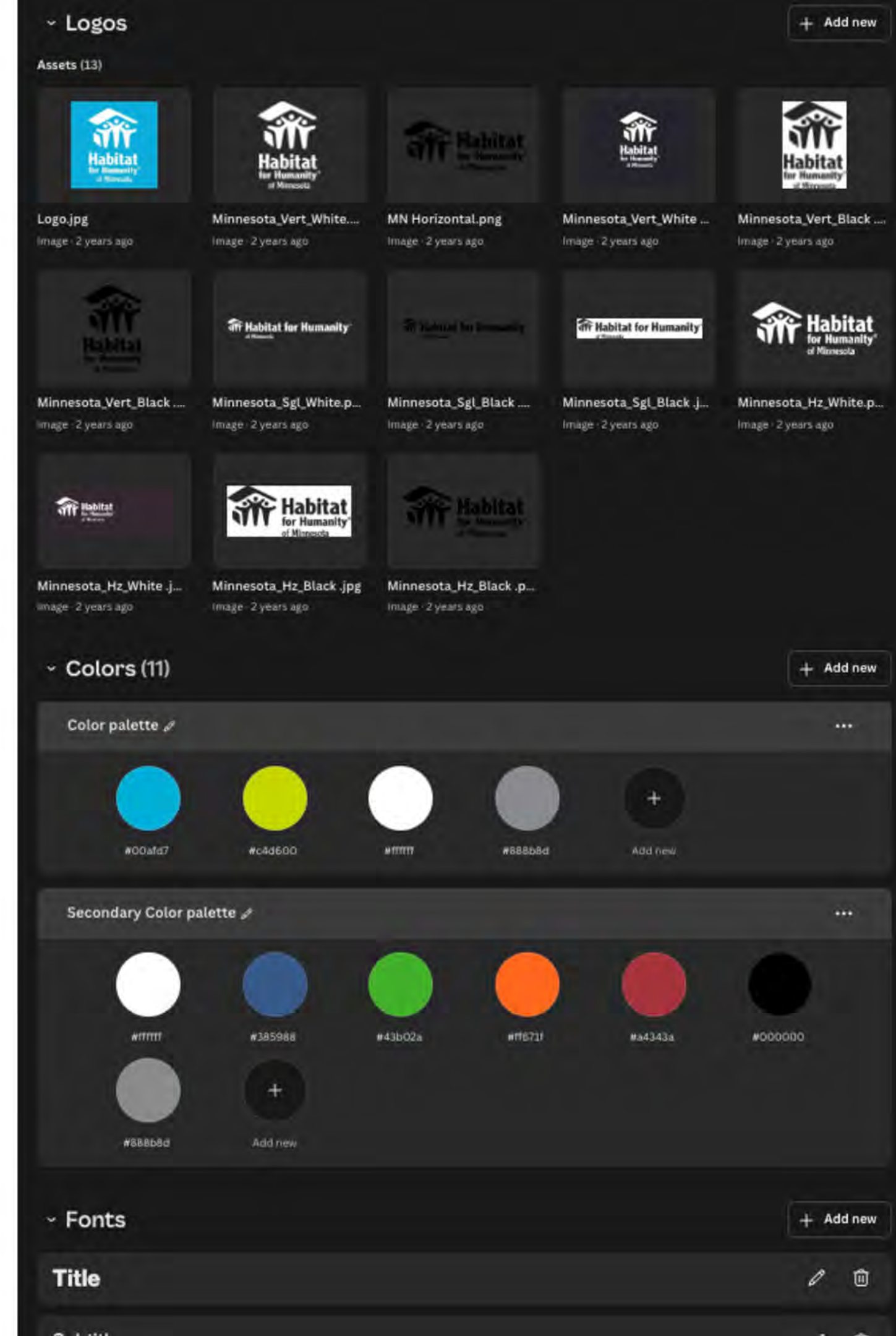
Canva

- Pro version is FREE for nonprofits
 - Fully customizable brand kits
 - Templates for basically any project
 - Video editing tools
 - Handful of print products
-
- Large scale design size limit
 - Not great for template sharing



Canva Brand Kit

- Logos
- Colors
- Fonts
- Brand Voice
- Graphics
- Images
- Icons



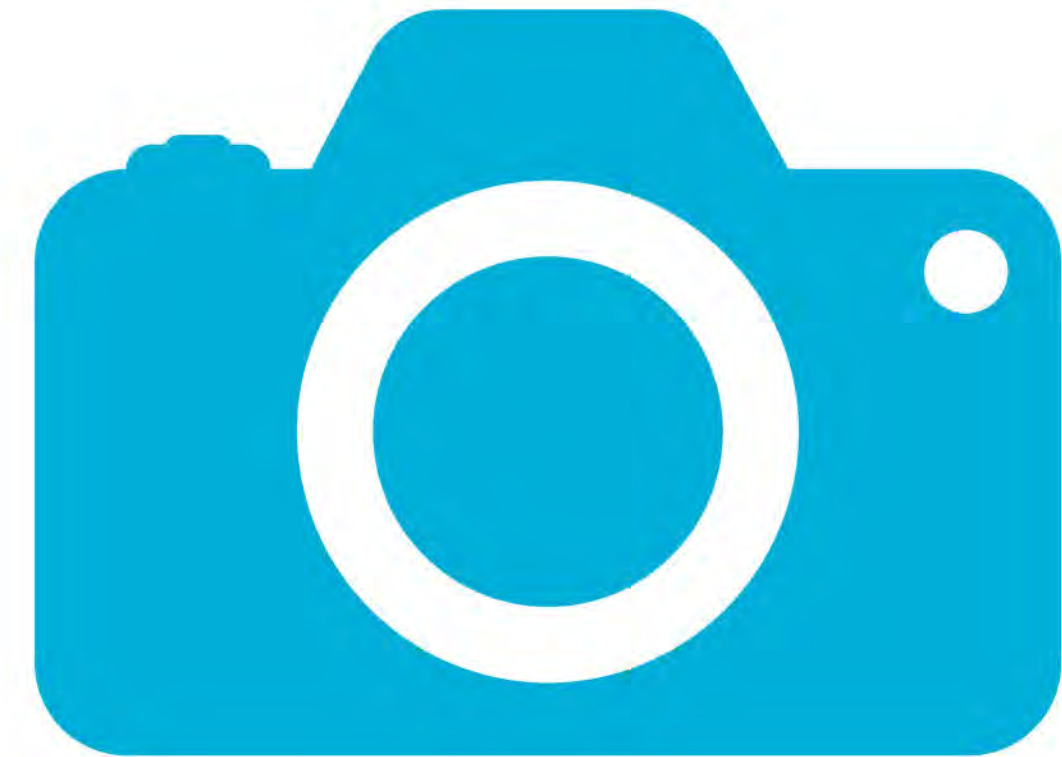
Adobe Products

- TechSoup offers free Adobe Express 1 user/year membership
- TechSoup offers discounts
 - 50% off Creative Suite
 - 50% off Adobe Acrobat
- Large Scale Complex Design Capabilities



Photo & Video

- Gear
- Safety and Compliance
- Editing



Gear

- Mobile devices
 - Check Photo Resolution Settings
- Tripods
- DSLR
- Insure your gear!



Safety and Compliance

- Don't document safety violations!
- Safety gear is an opportunity to brand photos.
- Good vs Bad Examples















Waivers and Photo Releases

- Volunteer Waiver
- Homebuyer Agreement
- Any Extra Rights?

Engaging with Local Creators

- High Schools
- College Programs
- Pro Bono Professional Photographers
- Influencers/Micro-Influencers



AI Tools & Policy

- Chat Bots
- Meeting Assistants
- Photo and Video Editing
- Policy Writing



Chat Bots

Chat GPT, Gemini, CoPilot, etc.

Best Practices for Safe Use

- Verify AI-generated content for accuracy
- Do not share sensitive donor or organizational data
- Use AI as a helper, not a replacement for strategy
- If you wouldn't post it on Facebook, don't put it in a ChatBot search bar



Chat Bots

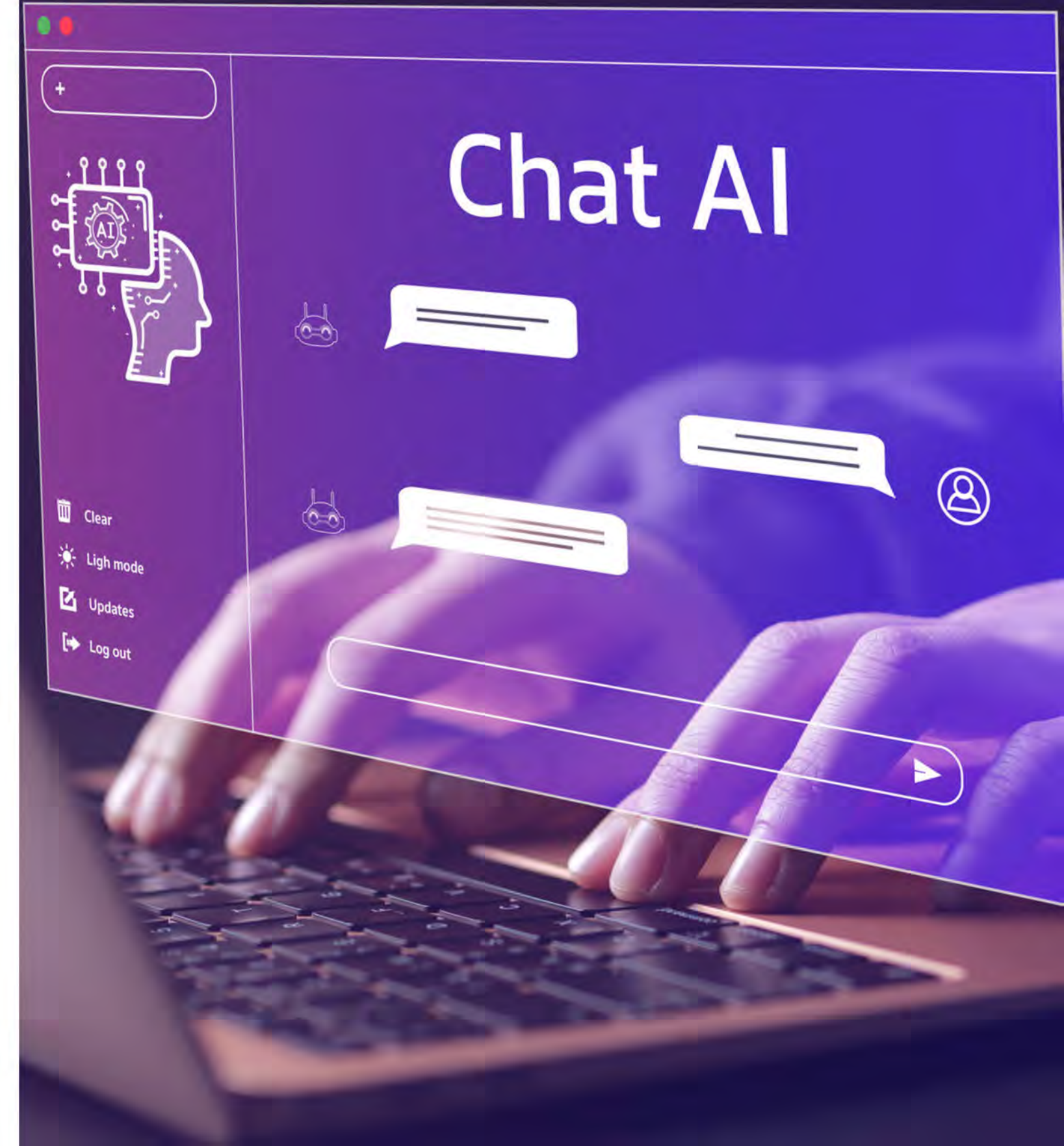
Chat GPT, Gemini, CoPilot, etc.

Content Creation & Editing

- Generate ideas
- Draft content
- Improve readability and accessibility

Data & Research Assistance

- Summarize articles and reports
- Generate key insights from survey data
- Draft grant proposals and reports



Chat Bots

Chat GPT, Gemini, CoPilot, etc.

Be Specific and Conversational

- “Give me 10 Options”
- “Show me your sources”
- “Reword this without making unverified claims.”
- “Turn this into a LinkedIn-style professional post.”
- “Lower the reading level to 10th grade”



Meeting Assistants

Read AI

Best Practices for Safe Use

- Option to not contribute to their AI model
- Ability to delete data
- Encrypted and controlled access
- If you wouldn't put it in a Google Doc, don't say it in front of the virtual assistant.

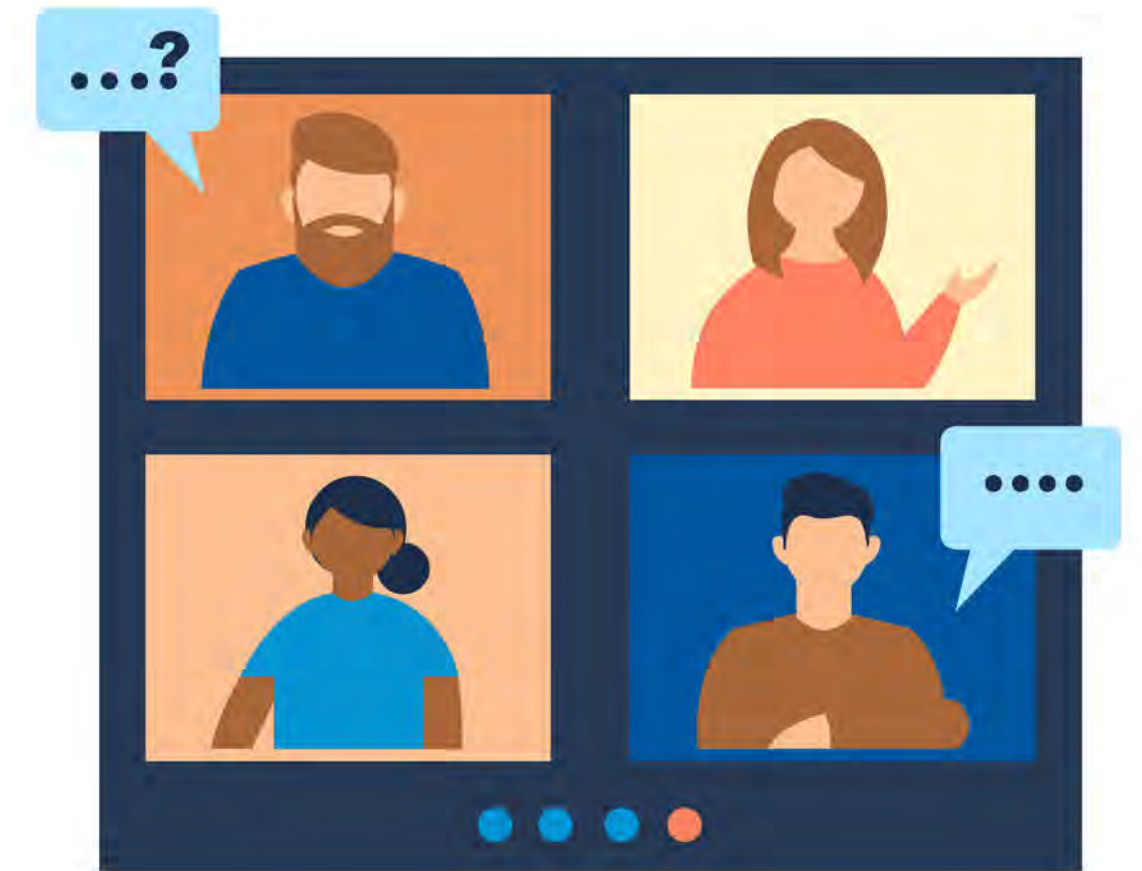


Photo & Video Editing

Canva and Photoshop

Quick and Easy Editing Tools

- Background Removers
- Image Expand
- Icon Creation

- Pending HFHI Guidance



Photo & Video Editing

Best Practices and Ethical Use

- Do not create new AI realistic visuals
- Do not dramatically alter imagery
- Always prioritize authenticity





AI Policy

Human oversight remains critical

- Make approachable to staff
- Prioritize data security
- Transparency in use is key
- Legal review

Community Partnerships

- University and high school marketing, PR, and advertising programs
- Marketing resources in sponsor agreements.
- Churches and service organizations



University Marketing, PR, and Advertising Programs

- Work with local clients and students to provide suggestions or deliverables.
- Internship requirements.
- Photo or drone flying classes.



Marketing Resources in Sponsor Contracts

- Agreed content posting
- Story sharing

Churches and Service Organization

- Speak at services
- Connect with volunteer groups
- Community pin boards



Questions?



Contact us

Brian Worrall

Chief Marketing & Technology Officer

Chicagoland Habitat for Humanity

brian.worrall@chicagolandhabitat.org

Brianna Jonas

Communications Manager

Habitat for Humanity of MN

brianna.jonas@habitatminnesota.org