

PERMIAN BASIN
GIVES



MAY 18, 2021

PERMIAN BASIN
GIVES
TOOLKIT

LOGO

The Permian Basin Gives Logo was created with a modern and clean vision in mind, along with the goal of keeping things fresh and aesthetically pleasing.

The logo can be used on white or dark backgrounds. If used over photos, an overlay should be utilized to keep the logo optimally visible OR the "on dark background" logo should be used. You can find all the files in your logo kit.



LOGO USAGE

The Permian Basin Gives logo should not be printed at a size smaller than 1.25" in order to maintain the integrity of the text in the logo.

Never warp, distort, stretch, or change the colors to any color outside the color palette of the logo for any reason.



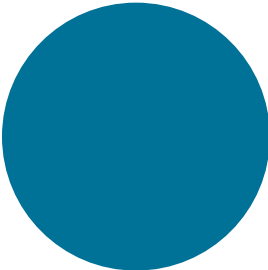
Two color variations of the Permian Basin Gives logo have been created for your use. For more details on specified uses please see the "Your Files" page.



Professional Tip:
Holding down shift while dragging to resize will prevent distortion.

BRAND COLORS

Below are the official colors for Permian Basin Gives. All color codes are provided. In order to maintain a cohesive brand, only these colors should be used. No color that is "close enough" should be substituted in the brand in print, digital, or web design.



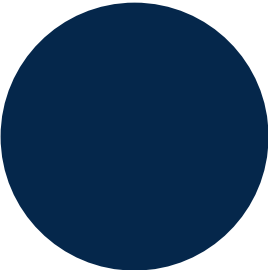
DUSTY
BLUE

RGB: 0, 113, 151

CMYK: 100, 25, 0, 41

HEX #: 007197

PANTONE 7705 C



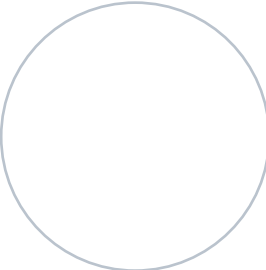
GALAXY

RGB: 5, 39, 75

CMYK: 100, 86, 42, 42

HEX #: 05274b

PANTONE 289 C



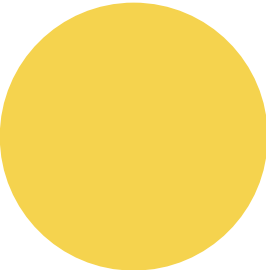
STARK
WHITE

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HEX #: ffffff

PANTONE P 1-1 C



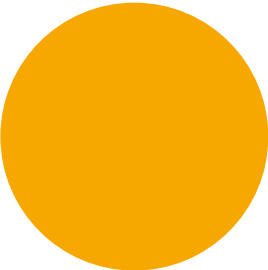
BUMBLEBEE

RGB: 245, 211, 78

CMYK: 0, 14, 68, 4

HEX #: f5d34e

PANTONE 128 C



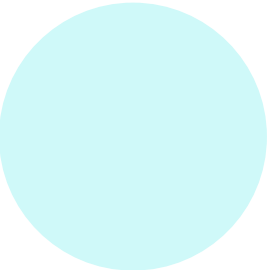
WEST TEXAS
SUNSET

RGB: 246, 168, 0

CMYK: 0, 32, 100, 4

HEX #: f6a800

PANTONE 130 C



ITALIAN
SKY

RGB: 207, 249, 249

CMYK: 16, 0, 4, 0

HEX #: cff9fg

PANTONE 628 C

YOUR FILES

The attached files are appropriate for digital applications. Many of the files included have a transparent background. If you see the checkered background when you use it, it is not in the right application. [Click to download all files](#) or click the individual one you want.

STANDARD LOGO

This logo has the Dusty Blue "Permian Basin" and dark blue "Gives". The file has transparent background so it is best used on a document with a lighter background, or on top of a photo that has a lighter background. Keep in mind the logo will not show up well if used on a dark background.

larger file size

[PBGives-standard_logo.png](#)

smaller file size, typically used on social media

[PBGives-standard_logo@0.5x.png](#)

USE ON DARK BACKGROUND

This logo has "Permian Basin" and "GIVES" in white. The file has a transparent background so it is best used on a document that has a dark background or on top of a photo that has a darker background. Keep in mind the entire logo will not show up if you use it on a light background.

larger file size

[PBGives-white_on_dark.png](#)

smaller file size, typically used on social media

[PBGives-white_on_dark@0.5x.png](#)

ALL BLACK FOLDER

This file is all black. Please only use when you are printing a document in black and white. The full color logo is the preferred method. The file has a transparent background so it should be used on a lighter colored document or one with no background color at all.

larger file size

[PBGives-all_black.png](#)

smaller file size, typically used on social media

[PBGives-all_black@0.5x.png](#)

FOR SOCIAL MEDIA

This is a post that can be used on social media. It would work best included in a carousel of photos that accompany your post that follows the sample posting.

[PBGives-social_media_post.jpg](#)

This file can be used as your organization's Facebook cover photo during the campaign.

[PBGives-fb_cover_image.png](#)

QR CODE FILES

The attached files are appropriate for digital OR print applications. [Click to download all files](#) or click the individual one you want.

QR Code

A QR code is a type of two dimensional bar code that is used to provide easy access to online information through the digital camera on a smartphone or tablet. This QR code has the Permian Basin Gives logo in the center and is in the brand colors. Scanning this QR code with a smartphone will open the *permianbasingives.org* website.

.png file, best for digital or print

[PBGives-QRcode.png](#)

.eps file, best for professional printing at high-resolutions

NOTE: this version is only available in black and white

[PBGives-QRcode.eps](#)

Please do not print the QR Code smaller than 3"x3" to preserve the integrity and scannability of the code.

Never warp or distort the square format of the code or it will not longer be scannable.

Please only use the QR code on a white background and do not overlay on any images.

Also please do not try to recreate the QR code by adding the Permian Basin Gives logo on top of the black and white version because it will interfere with the scannability.

3.0"
Minimum
Print Size



TOOLKIT FOR NONPROFITS

#PermianBasinGives - May 18, 2021



Key Messages

How to talk about PermianBasinGives

- #PermianBasinGives is a day of giving and unity that will take place on May 18, 2021 throughout the Permian Basin, and showcases the generosity and caring-spirit of the people of West Texas.
- #PermianBasinGives is an opportunity for people to stand together in unity – to use their individual power of generosity to remain connected and heal.
- Generosity is what brings people of all races, faiths, and political views together. Generosity gives everyone the power to make a positive change in the lives of others. It is a fundamental value on which anyone can act.
- We all have gifts to give, and with social media, online giving, mail, and phones, there are limitless ways to use your generosity to support others.



Dos and Don'ts

Dos

- Go digital - make sure your web presence is optimized, make use of content you already have.
- Be nimble. Everything is changing moment by moment. We need to be making quick decisions and always have a backup plan.
- Communicate clearly and authentically.
- Plan ahead. Begin gathering inspiring stories and creating content early so it is ready to post.
- Do involve your board and activate them to help.
 - Ask them to link to your organization's social media pages and to share posts.
 - Ask them to get their friends to link to your social media pages and to share posts.
 - Ask them to support on Permian Basin Gives day by donating and encouraging friends to donate.

Don't

- Don't be afraid to fundraise! Now is the time to be vulnerable. People really want to help. It makes them feel empowered.
- Don't be afraid to share permianbasingives.org so your donors can find out about other nonprofits.



How to Participate in #PermianBasinGives

- Fill out the Participation Agreement on <https://permianbasingives.org/forms/view.php?id=12272>. The Participation Agreement outlines the necessary steps to participate.
- Immediately prior to #PermianBasinGives and regularly throughout the day:
 - Share good news stories, both from your organization and other stories that inspire generosity.
 - Thank your supporters.
 - 24 hours of gratitude - post once an hour about things for which your organization is grateful.
 - Describe how the events of the past year have impacted your work.
 - Ask your supporters to get involved in your organization virtually. What can they do from their home or anywhere to move the needle on your cause?



Get Your Social Channels Ready

Update your profiles and use hashtags across all social platforms

- Brand your personal and nonprofit's social media accounts with PermianBasinGives graphics and be an ambassador for the movement.
- Announce that you're participating in #PermianBasinGives and build anticipation with a countdown to May 18!
- Use the hashtag **#PermianBasinGives** – the buzz amplifies your reach by expanding your normal audience and encouraging new supporters to get involved with your nonprofit! (Please use the capitalization convention shown above in your hashtag for accessibility!)
- Create content that shows your mission is something people want to get behind. Educate people about your cause area and what your organization is doing to make our world a better place. Be honest about the situation your organization is facing and what your needs are.



Social Media Activation Ideas

Rally Your Supporters Online

- Organize a Twitter chat about your mission or "Ask Me Anything" where your team members respond to reader-submitted questions.
- Ask your social media followers to share stories of why they support your organization. Retweet their replies!
- Organize a challenge (on TikTok or any channel)! Encourage your partners and friends to spread generosity on social media by getting creative.

For Help and Questions Contact

KAITLIN HENDRICK

Event Coordinator

Permian Basin Gives

OFFICE: 432-570-7971

CELL: 432-934-5388

info@permianbasingives.org



Other Digital Tactics

- Send your supporters a calendar invite. Attach an .ics calendar invite file to your email (or use something like [Add Event](#)). You should provide exact instructions for what you'd like them to do on the day of #PermianBasinGives, including a link.
- Start a series of emails to build up anticipation of the big day.



POSTING GUIDE

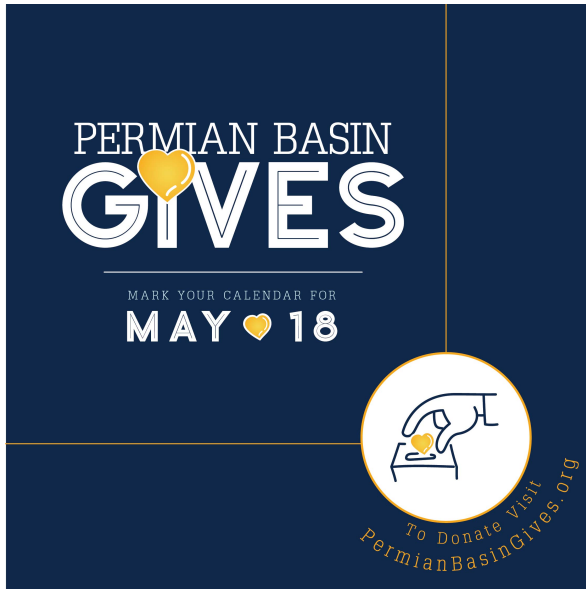
Notes:

ALWAYS provide the reader with a way to take action. We suggest adding the link to the PB Gives website to EVERY post. DO NOT add the link as thumbnail. When someone shares a post with a link as the thumbnail, your copy will NOT show up. Instead of a thumbnail add compelling and emotional photography to the post. This is very important to do so that it paints a picture for the reader. It may show the reader the need in the community OR what their money can do. Encourage fans or followers of your organization to like, share, and comment on these posts to increase circulation and engagement.

Challenge your audience to share a story on how your organization has impacted their life, along with sharing the post. Add the graphic provided ([PBGives-social_media_post.jpeg](#)) to all posts in a carousel (multi-picture) format to provide more info on Permian Basin Gives.

Some suggested hashtags to use along with **#PermianBasinGives**:

#midland #midlandtx #midlandtexas #mymidland #midlandproud
#midlandodessa #nonprofit #permianbasin #odessa #odessatx
#odessatexas #forodessa #odessanonprofit #tallcity
#tallcitynonprofit #westtexas #westtexasnonprofit



ABOVE:
 Add this graphic ([PBGives-social_media_post.jpeg](#)) to all posts in a carousel format to provide more info on Permian Basin Gives.



Post 1

DATE: May 4, 2021
 TIME: 11AM
 THEME: Kickoff Post

CAPTION: This post's purpose is to explain the event. Use language about how the reader will FEEL by helping their community positioning them as the hero. Call the reader to take action the day of the event. If explaining in detail how the donation process will work, we suggest using a bulleted list with emojis to attract attention to details. Provide them with a link to the PB Gives website.



Post 2

DATE: May 7, 2021
 TIME: 6-6:30PM
 THEME: Your Organization's Story

CAPTION: Write an emotional and engaging story about the good that comes out of your events and how the reader can help your organization succeed. A compelling photo is imperative to go along with this post to paint an emotional picture for the reader. Inspire them to participate and call them to action by visiting the PB Gives website (provide link).



Post 3

DATE: May 11, 2021

TIME: 11AM

THEME: Remember the upcoming event!

CAPTION: Remind the reader and create buzz about the upcoming event. Make sure and challenge the reader to participate, share the post or tell a personal story about how your organization has impacted them while encouraging their friends to participate as well. Explain how the reader can make a difference in the community following their participation. Call them to take action on May 18th (one week from the day of this post). Provide the link to the PB Gives website.



Post 4

DATE: May 13, 2021

TIME: 6-6:30PM

THEME: Explain the NEED

CAPTION: What does your organization NEED from the reader? And how can the reader help your organization succeed? Explain this while also positioning the reader as the HERO of the situation if they choose to take action. Explain what the reader will gain by participating. Provide them with a link to the PB Gives website.



Post 5

DATE: May 15, 2021

TIME: 12PM

THEME: About your organization and what you do for the community.

CAPTION: We recommend using compelling photography to help the reader envision the good that their donation will do. Describe how your organization helps the community and how the reader can become a part of that by participating in the event. Position the reader to partner with your organization and explain how together, you can succeed. Call the reader to take action and provide the link to the PB Gives website.



Post 6

DATE: May 17, 2021

TIME: 3PM

THEME: Day before the event!

CAPTION: Example of how to make the reader the hero: "Tomorrow is the day that YOU can help us make a difference in our community." Remind the reader of the event tomorrow. Explain to the reader how they will FEEL by participating. Challenge or call them to take action TOMORROW! Provide them with a link to the PB Gves website.



Post 7

DATE: May 18, 2021

TIME: 8AM

THEME: Today is the Day

Call the reader to take action TODAY. Today is the day that they can make a difference in our community. Explain how their money will be put to work and how you NEED their help! Provide them with the link to the PB Gives website.



" Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."
-Margaret Mead