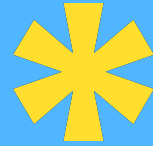


# **NONPROFITS GET IT DONE**



National Council of Nonprofits



**TOOLKIT | NOVEMBER 2025**

**You're all about getting it done,  
and people need to know that.**

**We've created these handy  
templates and guidelines to  
help you tell your story easily  
and consistently. \***

**ORGANIC  
SOCIAL MEDIA**



## Organic Social Media

We've included customizable social media assets to help amplify our message about the essential role nonprofits play in your community.

You'll find graphic templates where you can swap in your own photos, along with recommended social copy and visual guidelines to help align your post with the national campaign messaging and visual framework. ✳

## **\*NEW\*** Social Animated Videos

To refresh your social content promoting the campaign, we now have short animated videos. We highly recommend you begin using these on August 17 to activate around National Nonprofit Day.

1. Animated video concepts are linked [HERE](#) in 1080x1080, 1200x628, and 1080x1920 sizes.

# Social Graphics Template Instructions

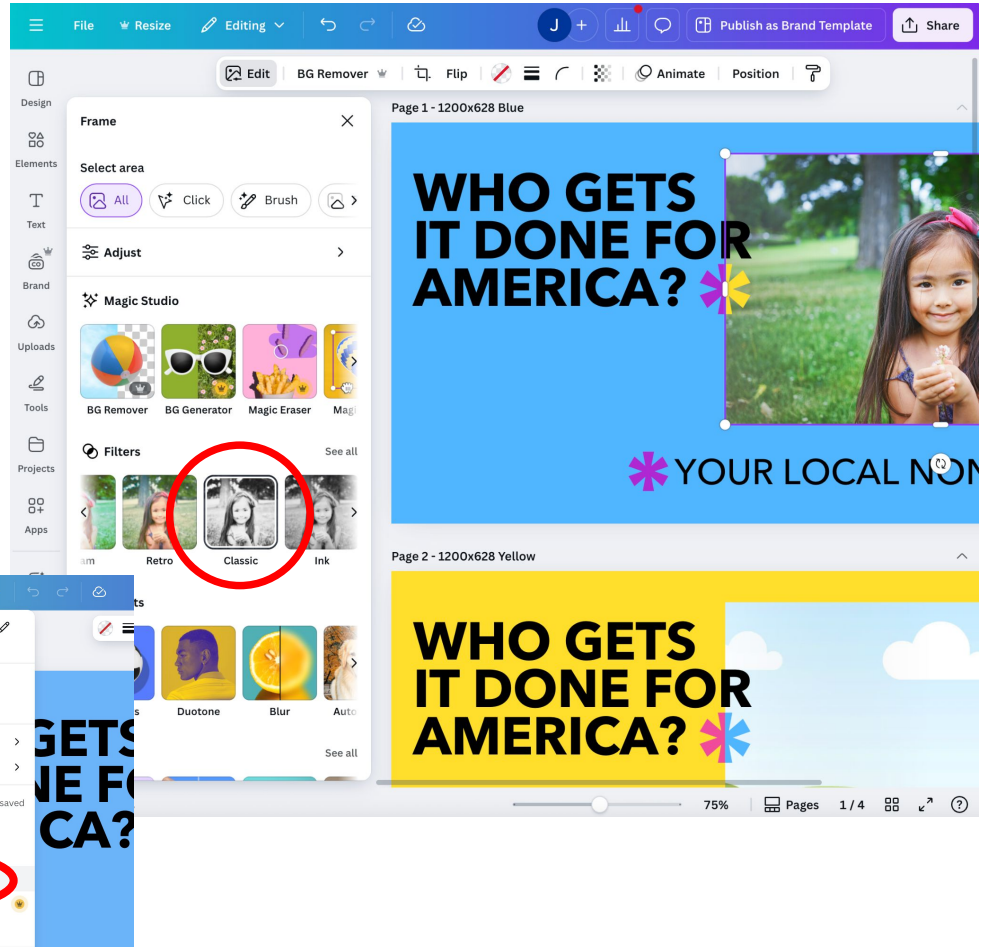
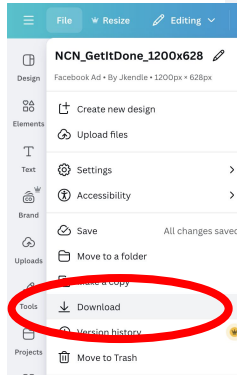
1. Select social size needed
  - a. [1200x628](#)
  - b. [1080x1080 1:1](#)
  - c. [1080x1920 9:16](#)

## 2. Duplicate the file!



*(this is important so that everyone may use the template)*

3. Drop selected image into placeholder area.
4. Edit image by using the “classic” black and white filter.
5. Download as jpeg or PNG.



# Suggested Photo Guidelines

- High contrast photos preferred for black and white
- Text will slightly overlap top and left edges, so there should be space around subject

Space for text overlapping



# Social Post Copy

Here are some examples of copy for posts to your social feed. These themes have been research-tested for maximum impact. Feel free to customize as needed, and be sure to include the tag *#NonprofitsGetItDone* with your posts.

## LOCAL / GENERAL

- 1 Local nonprofits provide a wide range of critical services to communities all across our nation. From food assistance to emergency services, employment to youth enrichment, and so much more, you can always count on these friends and neighbors to step up in times of need.  
*#NonprofitsGetItDone*  
[NonprofitsGetItDone.org](https://www.nonprofitsgetitdone.org)

## FILLING THE GAP

- 2 Government can't do it all—and that's where nonprofits step up. Across the country, nonprofits fill the critical gaps that government alone can't cover. From veterans support and disaster response to food assistance and job training, nonprofits are neighbors helping neighbors—making sure no one falls through the cracks. *#NonprofitsGetItDone*  
[NonprofitsGetItDone.org](https://www.nonprofitsgetitdone.org)

## Social Post Copy

Here are some examples of copy for posts to your social feed. These themes have been research-tested for maximum impact. Feel free to customize as needed, and be sure to include the tag *#NonprofitsGetItDone* with your posts.

### DISASTER SUPPORT

- 3 When disaster strikes, nonprofits are among the first on the ground. Like that friend who always volunteers, they're out on the front lines, helping communities get back on their feet again. Tell Congress we need nonprofits.  
#NonprofitsGetItDone  
[NonprofitsGetItDone.org](https://www.nonprofitsgetitdone.org)

### SUPPORT IN TIMES OF NEED

- 4 Nonprofits bring help and hope when both are needed most. Whether it's providing a safe place for victims of abuse or compassionate care in times of crisis, nonprofits get it done in American communities. #NonprofitsGetItDone  
[NonprofitsGetItDone.org](https://www.nonprofitsgetitdone.org)

## Social Post Copy

Here are some examples of copy for posts to your social feed. These themes have been research-tested for maximum impact. Feel free to customize as needed, and be sure to include the tag *#NonprofitsGetItDone* with your posts.

### FOOD ASSISTANCE

- 5** No one should have to wonder where their next meal is coming from. Across the country, nonprofits are making sure families have food on the table. Tell Congress: our communities need nonprofits.  
*#NonprofitsGetItDone*

[NonprofitsGetItDone.org](https://NonprofitsGetItDone.org)

### YOUTH & FAMILY

- 4** Whether it's diapers, house supplies, or a safe place to learn, nonprofits show up for kids and families every day. They fill critical gaps and build stronger communities from the ground up. Tell Congress: we need nonprofits.  
*#NonprofitsGetItDone*

[NonprofitsGetItDone.org](https://NonprofitsGetItDone.org)

**PAID**  
**SOCIAL** 

## **Paid Social**

**If your organization is running a paid or boosted media campaign, we've provided assets to ensure consistency and alignment with the national message.**

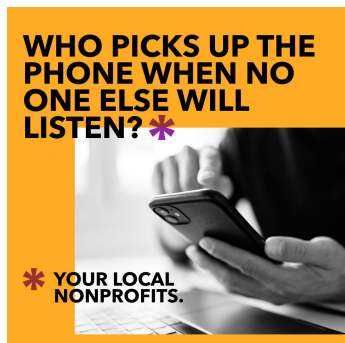
**These materials include required system copy, headlines, and links for paid social ads to streamline your digital set-up and ensure a unified message across the country. \***

# Paid Social Posts

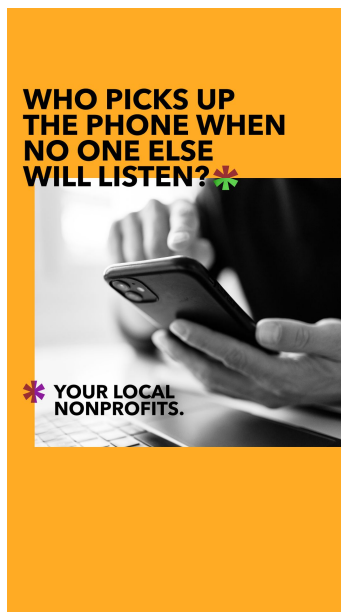
[Folder here](#)



1200x628



1080x1080 1:1



1080x1920 9:16 Reels

## SYSTEM COPY:

Whether it's providing a safe place for victims of abuse, or care in times of crisis, nonprofits get it done in communities across [\[INSERT STATE\]](#).

**Headline:** Nonprofits get it done in [\[INSERT STATE\]](#)

**Link:** [NonProfitsGetItDone.org](https://NonProfitsGetItDone.org)

# Paid Social Posts

[Folder here](#)



1200x628



1080x1080 1:1



1080x1920 9:16 Reels

## SYSTEM COPY:

The government can't do it all. That's where nonprofits come in, filling gaps in crucial areas like health, emergency services, and employment for people in [\[INSERT STATE\]](#).

**Headline:** Who does the heavy lifting in [\[INSERT STATE\]](#)? Your local nonprofits.

**Link:** [NonProfitsGetItDone.org](https://NonProfitsGetItDone.org)

# Paid Social Posts

[Folder here](#)

**WHO CLEANS UP  
AFTER A HURRICANE? \***

\* YOUR LOCAL  
NONPROFITS.



1200x628

**WHO CLEANS  
UP AFTER A  
HURRICANE? \***

\* YOUR LOCAL  
NONPROFITS.



1080x1080 1:1

**WHO CLEANS  
UP AFTER A  
HURRICANE? \***

\* YOUR LOCAL  
NONPROFITS.



1080x1920 9:16 Reels

## SYSTEM COPY:

When disaster strikes in [\[INSERT STATE\]](#), nonprofits are among the first on the ground, helping our friends and neighbors get back on their feet. Tell Congress we need nonprofits.

**Headline:** Nonprofits get it done in our most challenging times.

**Link:** [NonProfitsGetItDone.org](https://NonProfitsGetItDone.org)

# Paid Social Posts

[Folder here](#)



1200x628



1080x1080 1:1



1080x1920 9:16 Reels

## SYSTEM COPY:

When we support funding for nonprofits, we're supporting health, emergency services, food assistance, and so much more that communities in [\[INSERT STATE\]](#) rely on.

**Headline:** Tell congress: [\[INSERT STATE\]](#) needs our nonprofits

**Link:** [NonProfitsGetItDone.org](https://NonProfitsGetItDone.org)

# **DIGITAL DISPLAY ADS**



# Digital Display Ads [Folder here](#)

Should you decide to employ a paid programmatic display campaign, we've equipped this toolkit with assets sized to the most common display ad placements.

**WHO FILLS IN THE GAPS FOR AMERICANS IN NEED? \***



**\* YOUR LOCAL NONPROFITS**

[SEE HOW](#)

**n** National Council of Nonprofits

**WHO SHOWS UP FIRST WHEN THINGS GO SIDWAYS? \***

**\* YOUR LOCAL NONPROFITS.**

[SEE HOW](#)

**n** National Council of Nonprofits

**WHO PICKS UP THE PHONE WHEN NO ONE ELSE WILL LISTEN? \***



**\* YOUR LOCAL NONPROFITS.**

[SEE HOW](#)

**n** National Council of Nonprofits

**WHO CLEANS UP AFTER A HURRICANE? \***

**\* YOUR LOCAL NONPROFITS.**



[SEE HOW](#)

**n** National Council of Nonprofits


**NONPROFITS GET IT DONE. \***

**\* TELL CONGRESS WE NEED OUR NONPROFITS.**

[ACT NOW](#)

**n** National Council of Nonprofits

**NONPROFITS GET IT DONE. \***



**\* TELL CONGRESS WE NEED OUR NONPROFITS.**

[ACT NOW](#)

**n** National Council of Nonprofits

**PRINT ADS** 

# Print Ads

- Print ads are created for use for print publications only.
- [Packaged Adobe Illustrator files for adjustment here.](#)
- Note that print files have been converted to print-friendly colors and will not perform well on computer screens.
- [PDF with bleed and crop marks here.](#) These are important to ensure there is no white border around the ad.

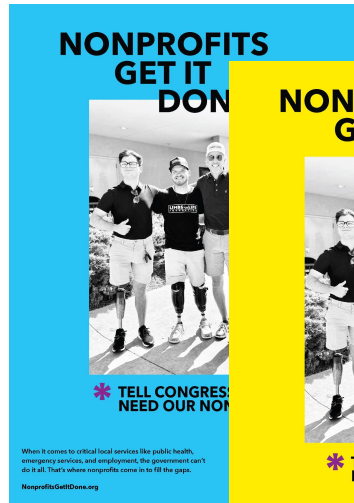
10.5x7.5"



10.5x7.5"



7.5x10.5"



8.5x11"



# **FAQs & Reminders**



# FAQs & Reminders

- Please remember to COPY a file of the Canva templates before editing. Do NOT edit directly in the shared links provided.
- Please do NOT edit the colors, font, or copy provided on the canva templates.
- The post/system copy provided is for inspiration. You may keep it exactly as is if you'd like, but you are also encouraged to customize it to best fit your organization's mission, community, and story.
- You may add you logos to the templated graphics if you wish. The template is already set-up and ready for these organizations to start implementing these logos. However, we recommend that they adhere to the following specs:
  - black, transparent PNG
  - small, lower left

**THANK YOU** 



**TOOLKIT | AUGUST 2025**