EVICTION PREVENTION OUTREACH MATERIAL TEMPLATES:
Customizable Digital and “Offline” Communication Collateral

Presented here are templates and examples of graphics that can be used for outreach efforts related to emergency rental assistance and eviction prevention. This includes posts for Instagram (in single grid image, carousel and story formats), along with sample program flyers, service directories and process infographics.

These templates were created and are editable through Canva, an online design and publishing tool, and offer different ways to present information about an emergency rental assistance program or related eviction prevention services. Guidance about customizing these templates is provided in the How to Use Canva Templates section at the end of this resource.

NOTE: These designs and templates were developed by the Stanford Legal Design Lab on behalf of city participants in the Emergency Rental Assistance Technical Assistance Program and to benefit other local partners. They do not necessarily reflect the intent or branding of any cities highlighted. They are free to use, and all the artwork, images, videos, (graphic) designs, audio files and any other materials created by the Stanford Legal Design Lab are licensed under the Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0).
Templates for Digital Communication

Customize these templates for use on social media or for distribution through other digital platforms. Though designed with Instagram as the intended social media platform, they can also be repurposed and resized for additional platforms such as Facebook or Twitter.
Templates for Paper-Based or “Offline” Outreach

Customize these templates to develop communication materials intended for “offline” distribution, such as flyers or posters.

Resource Directory by Region or Service

ERA Program Overview

Emergency Rent Process

GET HELP WITH RENT

Are you behind on rent or utilities? Are you worried about being evicted from your home? There are local...
Eviction Resources by Stage

Before

During

After

Step-by-Step Guide: Emergency Rental Assistance

Jurisdiction

1. Review the current website and spot the elements that need fixing or changing.

2. Conduct a team meeting and discuss the proposed design. Pinpoint the elements that work and fix what doesn’t.

3. Present the proposed new website to the client and garner feedback and/or approvals.

4. Design and generate designs for print to fix the website. This includes revisions and design reinstallations.

5. Once the designs are approved, start the development process.

6. Obtain feedback and client reviews to identify elements to alter. Add the designs accordingly.

7. Ensure that the site is optimized for SEO. Make the site loading time as fast possible and add keywords for ranking in search results.

8. After everything is approved, launch the site and inform all subscribers.

For more details, visit www.reallygreatsite.com
How to Use Canva Templates

To use and customize these templates, first create a free Canva account at www.canva.com and then follow the steps listed:

1. **Select the template you want to edit in Canva**

   This resource offers a compilation of different styles and formats for communication materials. For the templates provided on pages 4–7 of this document, click on the link that corresponds with the template that best fits your needs, and select “Use Template” when redirected to the design on Canva.

2. **Click on the text box where you would like to edit the text, and type in the new text**

   If the text overflows, you can resize it by changing the font size number in the top menu bar.
3. Customize images and add additional graphic elements

Update the template with regionally-specific photos, images or logos.

- Select “Uploads” from the menu bar on the lefthand side to upload a new image, or to select from images you have already uploaded to Canva.

- Select “Elements” from the menu bar on the lefthand side to insert an image or graphic from Canva’s stock library.

4. Move and/or resize images as necessary

To move an image, click and hold to drag it with your mouse. To resize an image, select it and drag the corners of the image in or out.
5. **Adjust the colors of the background, text and graphic elements**

Customize the colors used in the template to reflect the branding and color scheme of the relevant city, program or organization.

Select the element that you would like to change the color of and click on the "Color" icon on the upper lefthand side. Adjust the color by selecting a new default color, choosing a color from a saved [Brand Kit](#), or by searching for a color by name or by hex color code.

![Image of color customization interface](Image)
6. Save and download your newly designed graphic

Canva automatically saves your work. To use a graphic, download it by selecting “Share” from the top righthand corner.

If you are going to post the image to social media, download it as a PNG file. To use the graphic for nondigital distribution, download the file as PDF Print.

NOTE: Resize graphics using the sliding scale shown in Canva after selecting “Download.” Size requirements for different social media platforms are pre-set within Canva, and are noted in the related resource, “Using Social Media to Increase Participation in Emergency Rental Assistance Programs.”

TIP: Additional guidance regarding how to edit and design with templates is available through the Canva Help Center.

Acknowledgements: This research was funded by The Annie E. Casey Foundation, Inc., and we thank them for their support; however, the findings and conclusions presented in this report are those of the author(s) alone and do not necessarily reflect the opinions of the Foundation.