



EVICTON 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.

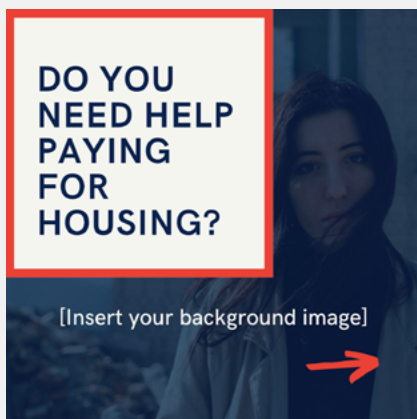
These templates were created and are editable through [Canva](#), an online design and publishing tool, and offer different ways to present information about an emergency rental assistance program or related eviction prevention services. Guidance about customizing these templates is provided in the **How 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 \(CC BY-NC 4.0\)](#).

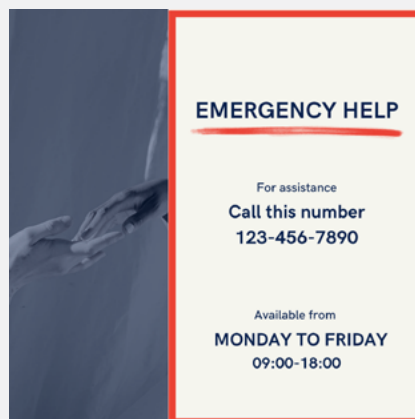
This resource was developed by the [National League of Cities](#) and the [Stanford Legal Design Lab](#) based on partnerships with the five city participants of the [Emergency Rental Assistance Technical Assistance Program](#). Additional resources for local governments implementing or refining an ERA program can be found at nlc.org/resource/emergency-rental-assistance-toolkit.

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.



["Do You Need Help?"
Carousel Post](#)



[Emergency Help Available](#)



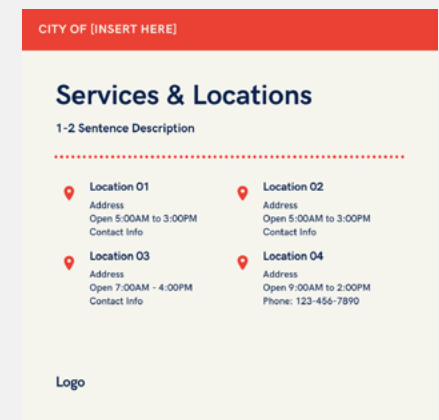
[Event Promotion #1](#)



[Event Promotion #2](#)



[Animated Informational Post](#)



[Services by Location](#)

Templates for Paper-Based or “Offline” Outreach

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

City's Name
Emergency Rental Assistance Program

Application Assistance Onsite Programs

Region/Zipcodes

Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]
Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]

Region

Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]
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North/Northwest

Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]	Name Project Address Opening hours [Language/Service]
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WEBSITE ADDRESS HERE

[Resource Directory by Region or Service](#)

City's Name
Rental Assistance Program

What is the Emergency Rental Assistance Program?

Add more information here about your program

Am I eligible?

Add more information here about eligibility requirements:

- More bullet points
- Here
- and here

Apply online:

Using a phone or computer, go to
Insert Website Address Here

Apply in person:

Pick up and drop off your application at
Put address here

More information

For Landlords:

- You can use this section for more information, website addresses, phone numbers etc.

[ERA Program Overview](#)

EMERGENCY RENT PROCESS
How can you get rent help in the City area?

- 01 START**
Start your application to get rent help by filling in your basic info.
Make sure you choose the right program for where you live.
- 02 SUBMIT**
Work with the team to submit all your papers & details.
If you have your documents ready, this step will go quicker!
- 03 REVIEW**
The team will review your application & decide if you get rent help.
This review can take time, but you can check in for updates.
- 04 MONEY**
If you're approved, your landlord will receive a check.
You'll get notified when the check is sent out.

Find more help at [website.org](#) or (000) 888-7368

[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

The Brief
Client briefs us of what they want and need. Project timelines are being set as well.

STEP 01

STEP 02

The Research
Our team gathers all relevant materials for the project

[“Get Help with Rent” Steps](#)

Landlord Tenants Organization Address Opening hours [Language/Service]	Utility/Utilities Organization Address Opening hours [Language/Service]	Eviction Process Organization Address Opening hours [Language/Service]	Tenant Tenants Organization Address Opening hours [Language/Service]	Eviction Process Organization Address Opening hours [Language/Service]
Landlord Tenants Organization Address Opening hours [Language/Service]	Utility/Utilities Organization Address Opening hours [Language/Service]	Eviction Process Organization Address Opening hours [Language/Service]	Tenant Tenants Organization Address Opening hours [Language/Service]	Eviction Process Organization Address Opening hours [Language/Service]
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[Resource Directory by Scenario](#)

Services: Rental Assistance/ Eviction

Behind on rent? Worried about eviction? If you live in [jurisdiction], contact these services for help!

Legal	Name/Contact
Financial	Name/Contact
Social	Name/Contact
Educational	Name/Contact
Other	Name/Contact

[Service Directory by Type](#)

Eviction Resources:

Are you worried about an eviction?
Get help at any stage

Before

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Before

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After

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Learn more at www.reallygreatsite.com.

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.

Begin conducting design sprints to fix the website. This includes revisions and design revisions.



5.

Once the UX/UI designs are approved, kickstart the development process.



6.

Conduct FGDs and client reviews to identify elements to alter. Edit 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



[Eviction Resources by Stage](#)

[Step-by-Step Guide](#)

How to Use Canva Templates

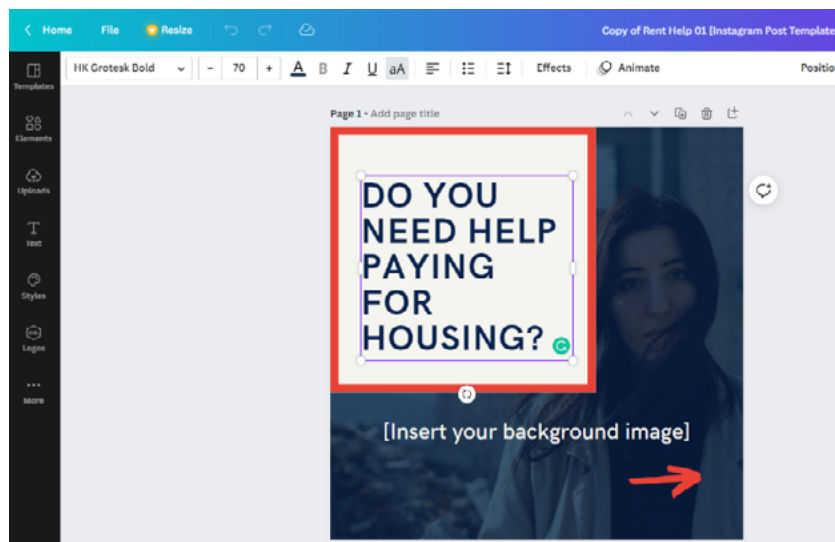
To use and customize these templates, first create a free Canva account at www.canva.com and then follow the steps listed:

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

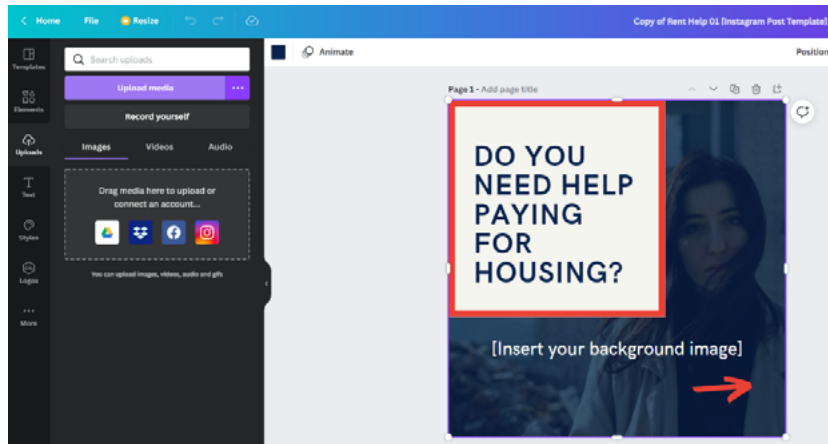
If the text overflows, you can resize it by changing the font size number in the top menu bar.



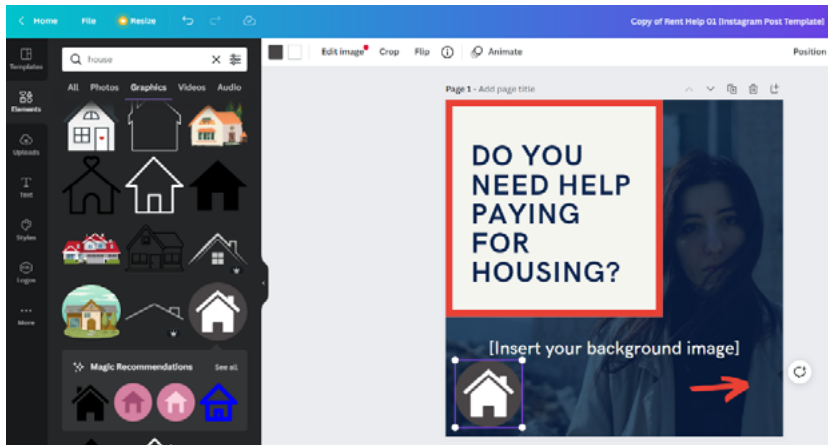
3. Customize images and add additional graphic elements

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.



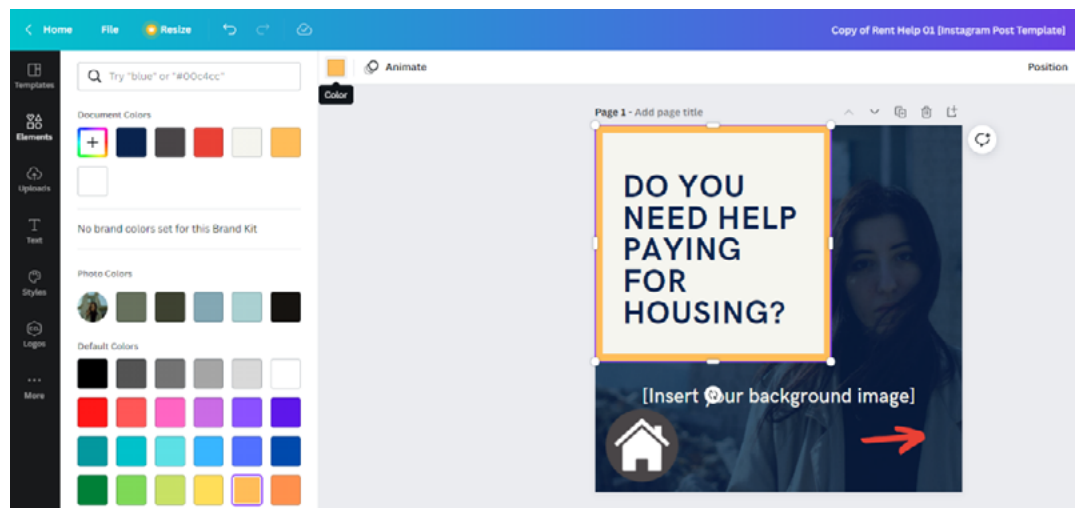
4. Move and/or resize images as necessary

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.

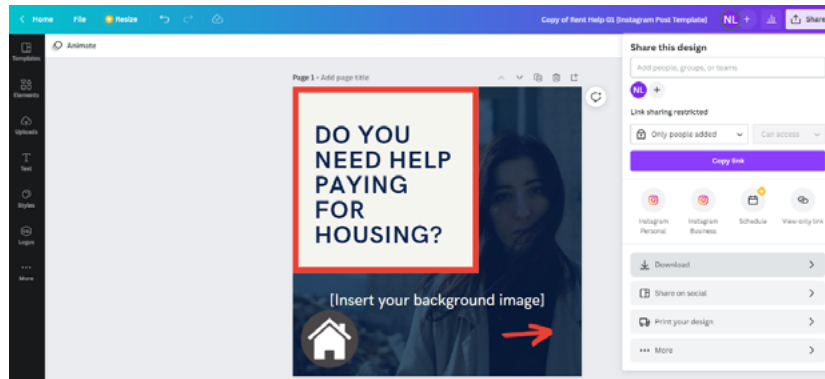
Select the element that you would like to change the color of and click on the **“Color”** icon on the upper lefthand side. Adjust the color by selecting a new default color, choosing a color from a saved [Brand Kit](#), or by searching for a color by name or by hex color code.



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](#).