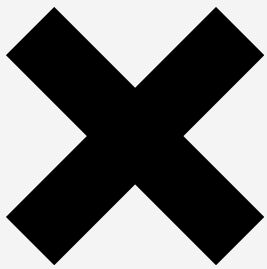
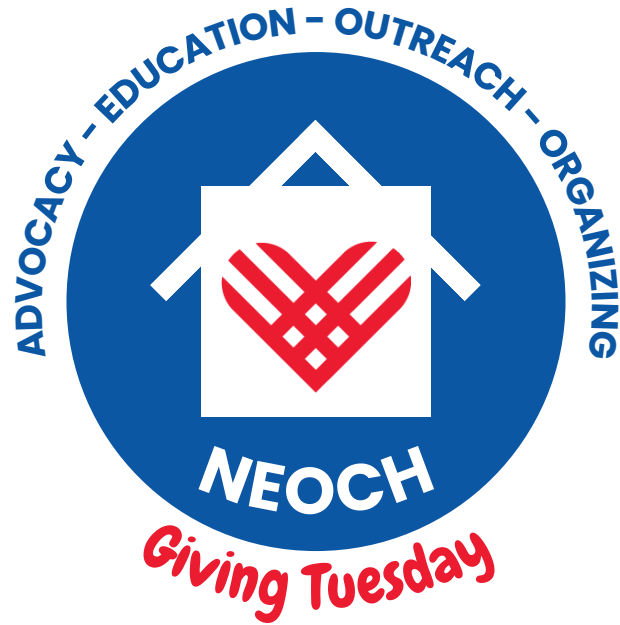


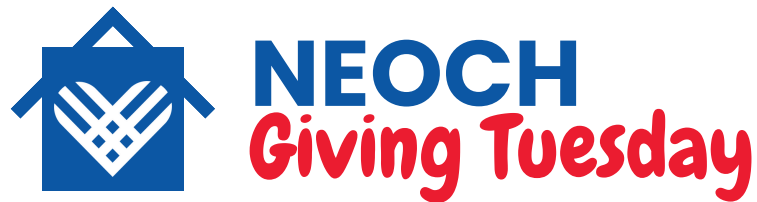


GIVING TUESDAY





Possible NEOCH x Giving Tuesday Branding



Logo variants on dark backgrounds





NEOCH x Giving Tuesday Color Palettes



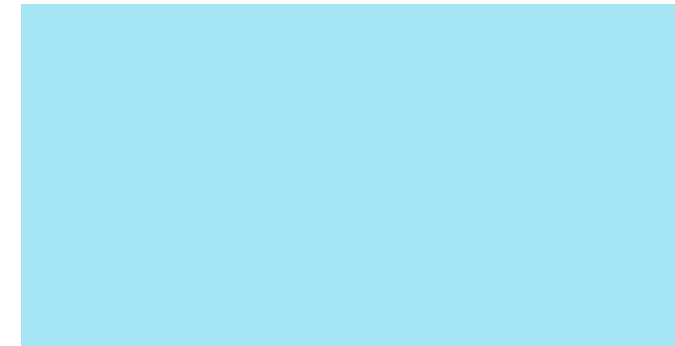
NEOCH Blue

Use with NEOCH
Brand and title callouts



Secondary Blue

Use in elements and
use sparingly



Background Blue

Mainly as a background
and very few elements



Off white and black

Same as Background Blue and
create contrast in white space



Giving Tuesday Red

Call to action and to talk about
GivingTuesday

NEOCH x Giving Tuesday Fonts



Poppins

H1 Bold

P1 Regular

Already used within NEOCH for the title and all headers and text. This continues this pattern since it is recognizable and familiar.

ANTON

H1 Bold CAPS

Bold text and HUGE impact statements in all caps only.

Chewy

H2 ONLY!

Chewy will be used **ONLY** for our Giving Tuesday items to be recognizable. It is friendly and plays into the giving season.

Open Sans Light

P1 Bold

P1 Regular

Already used within NEOCH for body copy only. Can be used to bold certain items to bring attention to body copy. Be mindful to keep things readable and use bold to stay legible.

NEOCH x Giving Tuesday

Textures and Elements



Torn Paper

Opacity is at 30% and is used as a background element



Giving Tuesday Heart

Same use as NEOCH home but it is important to not let GivingTuesday take over the work NEOCH is doing



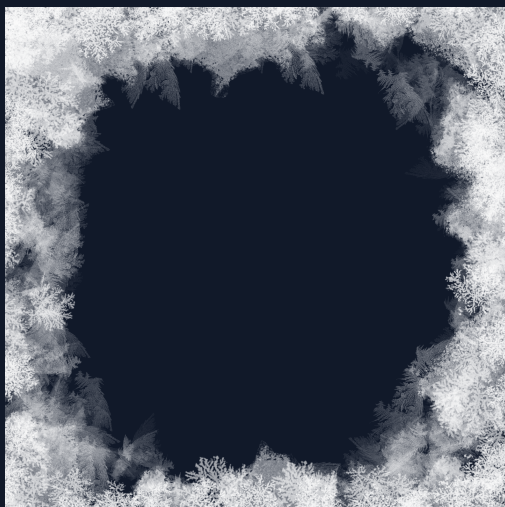
NEOCH Home

Can be used as an element and a pattern element to show the Giving Tuesday efforts this year



Drawn looking Graphics

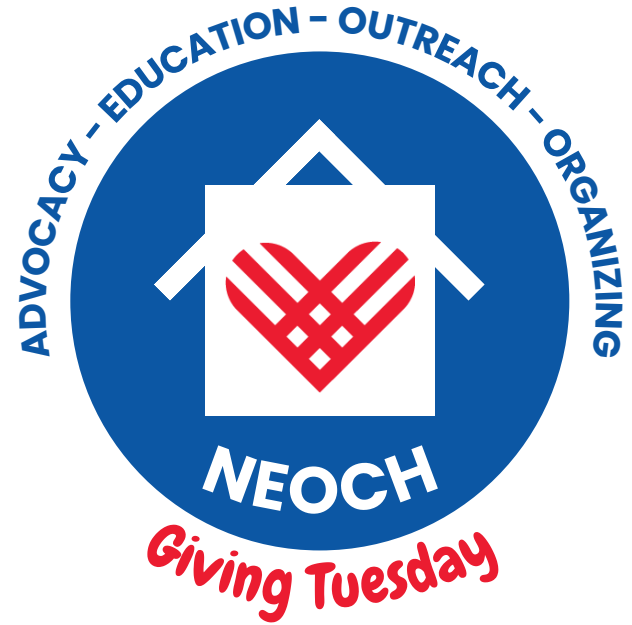
To go with the torn paper and giving theme, focus on hand drawn looking graphics



Winter Graphics

Drive home the cold of Cleveland with the winter cold graphics

#HASH TAGGING



NEOCH X Giving Tuesday 2023 Hashtags

#GivingNEOCH

Used to keep track of our Giving Tuesday posts and progress. We can also encourage others to tag their stuff with this. Keep things NEOCH focused

#GivingTuesday Cleveland

Show up in interested Giving Tuesday audience as well as narrow the HUGE Giving Tuesday audience to our area. Drives for more people interested in helping their local area

#charity #giveback #nonprofit #donatetoday

Popular secondary hashtags that are paired with the #GivingTuesday. There are a big list to use and many more to include if wanted

#NEOCHwinter #NEOCHoutreach #WinterOutreach

These can also be included especially as we call out our special outreach program

NEOCH X GIVING TUESDAY

NEOCH is participating in #GivingTuesday this year!



Join us this Giving Tuesday!



Mark your Calendar



GIVING TUESDAY IS NOVEMBER 28TH

Giving Tuesday is a world wide day of collective generosity to build a world you want to live in. Every act of generosity counts and means even more when we give together.

Join NEOCH in our work to eliminate the root causes of homelessness especially in the coming winter season. Help us prepare our winter outreach before temperatures drop in Cleveland

FUNDRAISE

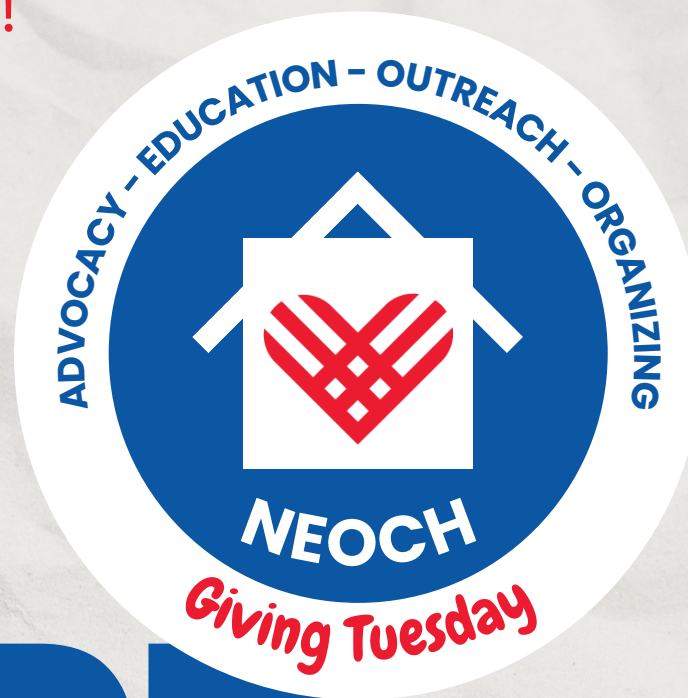
VOLUNTEER

DONATE

#GivingNEOCH

Participate this Giving Tuesday!

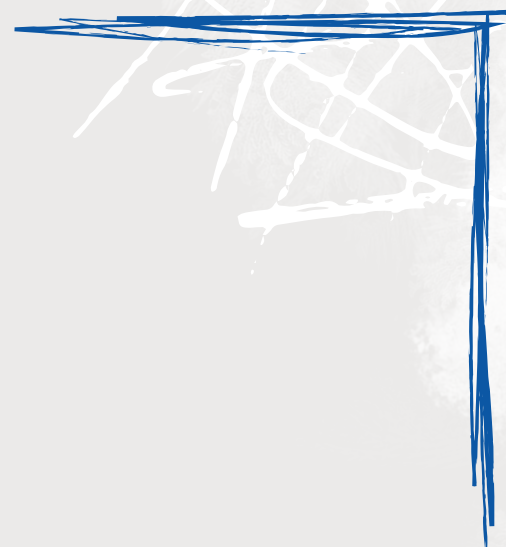
JOIN SHARE GIVE



Get Involved and ready for Giving Tuesday. Make sure you're in the know and ready for Giving Tuesday this year. Join us in following and sharing our posts to help make a significant difference in the lives of Cleveland's homeless population.

#GivingNEOCH

**HOW CAN YOU
HELP THIS
GIVING
TUESDAY?**



**FUNDRAISE
DONATE
VOLUNTEER
ACTION!**

#GIVINGNEOCH





FUNDRAISE

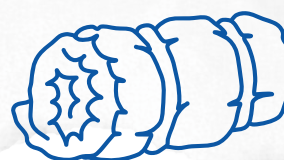
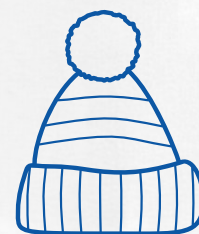
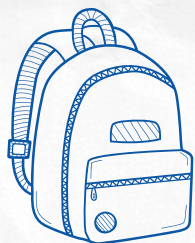
Give and encourage others to give. Share our posts and tell friends, churches, and coworkers about NEOCH for Giving Tuesday and why you are joining this movement.

FUNDRAISE

DONATE

VOLUNTEER

Swipe [#GivingNEOCH](#)



DONATE

Donate winter gear! We need hoodies, tents, gloves, hats, sleeping bags, new underwear & long underwear, and backpacks If you are interested in donating call Toni at 216-432-0540 or email Toni@Neoch.org

FUNDRAISE

DONATE

VOLUNTEER

Swipe [#GivingNEOCH](#)



VOLUNTEER

We need volunteers for programs like Moore Love. Join us by applying online at NEOCH.org

You can also take part in our workshops like the Root Causes of Homelessness and Homeless Help 101

FUNDRAISE

DONATE

VOLUNTEER

#GivingNEOCH



05 DAYS TO GO

Until Giving Tuesday, November 28th

We are five days away from Giving Tuesday. Make sure you are ready for this season and have a plan to give. We look forward to seeing what will come of this day!

www.neoch.org



NEOCH
Giving Tuesday



Give what you can this Giving Tuesday

Take one and share what you are doing
this Giving Tuesday

VOLUNTEERING

FUNDRAISING

SHARING

DONATING TO NEOCH

RAISE AWARENESS

FOLLOW & JOIN US



**TODAY IS
GIVING TUESDAY**

GIVING TUESDAY

GIVING TUESDAY

GIVING TUESDAY

GIVING TUESDAY

Join NEOCH at neoch.org

NEOCH X

GIVING TUESDAY



**GIVING
TUESDAY
MPV!**

**I DONATED THIS
GIVING TUESDAY**

WE HELPED NEOCH THIS GIVING
WEEK I  TOESDAY



SHARE THE GIVING SPIRIT

I DONATED THIS

GIVING TUESDAY

SHARE THE GIVING SPIRIT



NEOCH
Giving Tuesday



NEOCH
Giving Tuesday

How you can join
GIVING TUESDAY
with NEOCH!

1

DONATE

Donate winter gear or cash to go towards our winter outreach this year!

2

VOLUNTEER

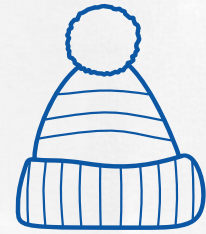
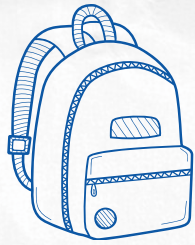
Volunteer with Moore Love and help cook or hand out food for those who are unsheltered

3

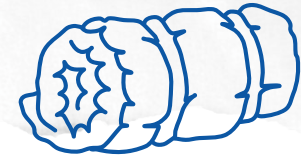
LEARN

Learn how you can change and help others with our webinars and classes

You can join us on our website www.neoch.org



DONATE



Donate winter gear or cash for our winter outreach! We can always buy what we need but if you are interested in donating items, we need hoodies, tents, gloves, hats, sleeping bags, new underwear & long underwear, and backpacks If you are interested in donating call Toni at 216-432-0540 or email Toni@Neoch.org

DONATE

VOLUNTEER

LEARN

Swipe [#GivingNEOCH](#)



VOLUNTEER

We need volunteers for programs like Moore Love. Join us by applying online at NEOCH.org

You can also take part in our workshops like the Root Causes of Homelessness and Homeless Help 101

DONATE

VOLUNTEER

LEARN

#GivingNEOCH



LEARN

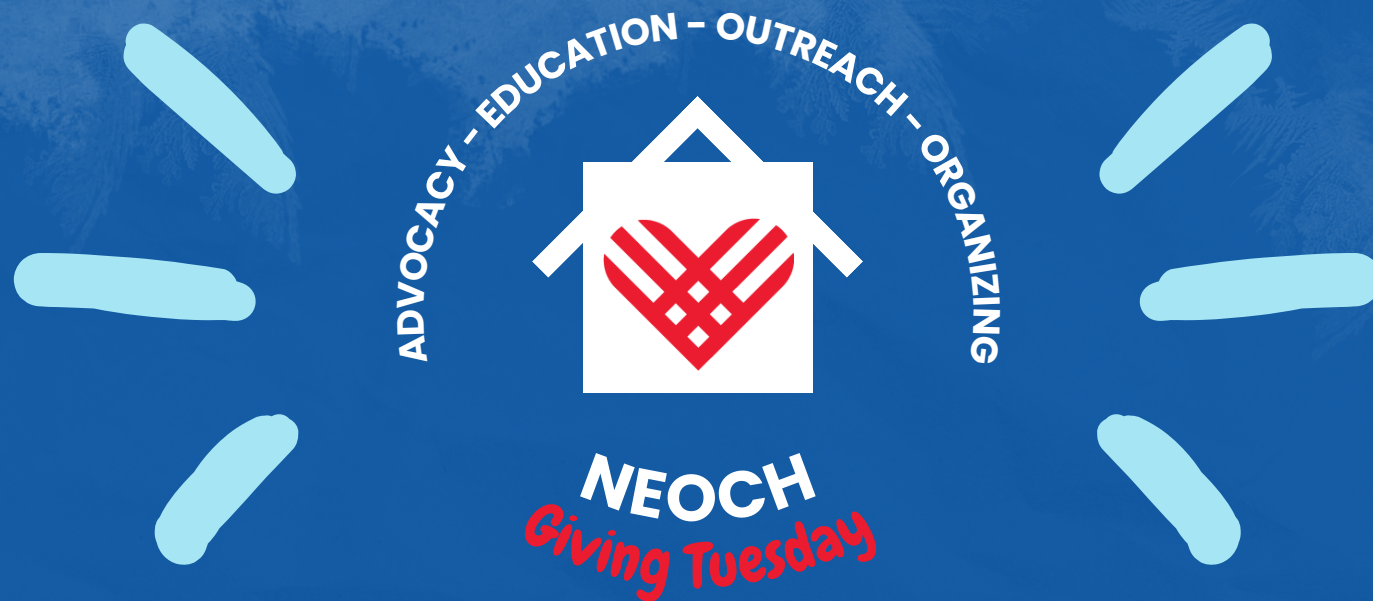
Learn how you can change and help others with our webinars and classes
You can also take part in our workshops like the LGBTQ 101, Harm Reduction in Homeless Services, and Homeless Help 101

DONATE

VOLUNTEER

LEARN

#GivingNEOCH



THANK YOU FOR YOUR SUPPORT THIS GIVING TUESDAY

The giving season is never truly over!
Lets continue to fight the root causes of
homelessness together.



www.neoch.org



NEOCH
Giving Tuesday



**WE
NEED
YOU**



NEOCH
Giving Tuesday

Cleveland winters are long and deadly. NEOCH needs your help to prepare for this winter season. We are participating in Giving Tuesday to raise funds and save lives this winter time. Our winter outreach team needs your help.

DRAFTS

BELOW



WE

NEED

BILLS



Swipe to see how seasonal shelters save lives this winter



Cleveland winters are long and deadly. NEOCH needs your help to prepare for this winter season. We are participating in Giving Tuesday to raise funds and save lives this winter time. Swipe to see how you can help save a life.