



A Guide to Marketing Materials

The Benefit Bank® of North Carolina offers a number of pre-made marketing materials and templates. This guide lists each type of marketing document available and its suggested uses. For more tips on conducting a local marketing campaign, see the TBB™-NC document *Building a Client Base: Referral Networks and Local Marketing Campaigns*.

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For Clients and Counselors

Postcard: TBB-NC’s basic outreach material for clients, the postcard (4.25” x 5”) lists the work supports that clients can complete applications for using The Benefit Bank. Use the postcard to inform potential clients about your organization’s TBB-NC services. The back of the postcard is blank making it possible for your organization to print or add a sticker describing the availability of services. Suggested uses:

- Provide a postcard to clients at intake
- Keep a stack near the front desk to pass out to interested clients
- Send out postcards in mailings to clients to encourage them to use the service

A limited number of free postcards are available from your Regional Coordinator. The postcard is also available for download in PDF format, four to a page from the [Marketing and Outreach Center](#) at tbb-nc.org.

Customizable Postcard: The customizable postcard (4.25" x 5") is the same as the postcard except the front has five customizable lines. Add your organization's name, address, hours of operation for TBB-NC, relevant contact information, and organization's web address to customize the postcard for your organization's use.

The customizable postcard is available for download in PDF format, four to a page from the [Marketing and Outreach Center](http://tbb-nc.org) at tbb-nc.org. Organizations are responsible for printing customized postcards.

Table Tent: The table tent (5.25" x 5") forms a two-sided triangle that sits easily on a flat surface. The table tent has a large TBB-NC logo and lists the supports available through The Benefit Bank. The table tent is designed for a front counter, waiting area, or on a TBB-NC counselor's desk to indicate to your clients that your organization is a TBB-NC site and that they should ask about TBB-NC services.

A limited number of free table tents are available from your Regional Coordinator. The table tent is also available for download in PDF format, one to a page from the [Marketing and Outreach Center](http://tbb-nc.org) at tbb-nc.org.

QuickCheck Card: The QuickCheck card (5" x 4") is meant to be used in conjunction with The Benefit Bank's QuickCheck screening tool for clients who cannot complete an application right away or who are being referred to another TBB-NC site or Self-Serve. The QuickCheck card has a list of supports available through TBB-NC with check boxes. After completing QuickCheck with a client, use the QuickCheck card to record the work and education supports for which they are likely eligible using the check boxes. If referring the client to another TBB-NC site, use the Locator at tbb-nc.org and then write the closest TBB-NC location in the space provided. Give the QuickCheck card to the client so they can remember the closest TBB-NC site, Self-Serve web address, and what supports QuickCheck indicated they were likely eligible for.

A limited number of free table tents are available from your Regional Coordinator. The QuickCheck card is also available for download in PDF format, four to a page from the [Marketing and Outreach Center](http://tbb-nc.org) at tbb-nc.org.

Login Card: The login card allows clients to write down their TBB-NC username and password for future reference. The login card is business card size and is meant to fit in a wallet. TBB-NC counselors should always provide a client with a login card, so keep a stack of login cards near computers where TBB-NC counselors assist clients. If your organization has computers for Self-Serve clients, keep login cards near these computers as well.

A limited number of free login cards are available from your Regional Coordinator. Login cards are also available for download in PDF format, eight to a page from the [Marketing and Outreach Center](http://tbb-nc.org) at tbb-nc.org.

Benefits/Tax Form Envelope: The Benefits/Tax Form Envelope (10" x 13") is a two-sided envelope used by clients to store forms printed out from The Benefit Bank, including tax forms, benefit applications, and next step documents. Clients are also encouraged to place other important documents for proof of income, expenses, identification, etc. in this folder so all the documents are together when they go turn in applications or for safe keeping.

A limited number of free envelopes are available from your Regional Coordinator. The envelope template is available for download in PDF format from the [Marketing and Outreach Center](#) at tbb-nc.org and can be printed on standard 10" x 13" envelopes.

For Partners and Recruiting Volunteers

Brochure: The TBB-NC brochure provides a brief overview and introduction to TBB-NC for potential sites, partners, or volunteers. Use the double sided trifold brochure to introduce TBB-NC to important stakeholders.

A limited number of free brochures are available from your Regional Coordinator. Brochures are also available for download in PDF format from the [Marketing and Outreach Center](#) at tbb-nc.org.

Counselor Description Template: Customize this template to create a short 1-page description of the role and responsibilities of someone volunteering as a TBB-NC counselor at an organization. Use a customized Counselor Description to explain to a potential volunteer their role as a TBB-NC counselor at your organization. The template includes space to add your organization's logo and to change the text to reflect the responsibilities TBB-NC counselors have at your organization. An example is provided so you can see what the Counselor Description looks like in final form.

The template and example are available from the [Site Resources page](#) at tbb-nc.org.

"Volunteers Needed" Newsletter Inserts Template: Customize either of the two "Volunteers Needed" Newsletter Inserts and send to faith-based and community organizations to place in their newsletters in order to recruit TBB-NC counselors. The template has space to add the volunteer coordinator's contact info, organization's name, website and logo. An example is provided so you can see what the Newsletter Inserts looks like in final form.

The template and example are available from the [Site Resources page](#) at tbb-nc.org.

"Volunteers Needed" Flier Template: Customize this template with your organization's name, website, logo and volunteer coordinator contact information to make a one-page flier to recruit volunteers. The heading reads "Volunteers Needed" followed by a large picture of children and the sub-heading "Help Move Children Out of Poverty." Use this flier or one similar to recruit volunteers. An example is provided so you can see what the Flier looks like in final form.

The template and example are available from the [Site Resources page](#) at tbb-nc.org.

For a Local Marketing Campaign

For more tips on conducting a local marketing campaign see the TBB-NC document Building a Client Base: Referral Networks and Local Marketing Campaigns.

News Release Template: A news release is a short narrative piece with quotes and pictures that can be turned into a news article. Use news releases to highlight the opening of TBB-NC services, the training of volunteers, or other news worthy accomplishments. Customize the News Release Template to fit the news you are reporting to the local media. An example is provided so you can see what a News Release looks like in final form.

The template and example are available from the [Marketing and Outreach Center](#) at tbb-nc.org.

Fact Sheet Template: A fact sheet is a short who/what/when/where/how about an upcoming or past event. It alerts the media that an event is happening or happened. Be sure to include pictures. Customize the Factsheet Template to fit the event you are reporting to the local media. An example is provided so you can see what a Fact Sheet looks like in final form.

The template and example are available from the [Marketing and Outreach Center](#) at tbb-nc.org.

Outreach Fliers: The Benefit Bank has a host of fliers to be used for marketing TBB-NC including fliers for food assistance, home energy assistance, student aid, tax filing, voter registration, and Self-Serve. Some of the fliers have customizable space to add your site's address and contact information.

Browse the available fliers in the [Marketing and Outreach Center](#) at tbb-nc.org.

TBB-NC Newsletter Insert Templates: Customize any of the four newsletter inserts and send to faith-based and community organizations to place in their newsletters to advertise your organization's TBB-NC services. The Newsletter Insert Templates have space to add the volunteer coordinator's contact info, organization's name and website. An example is provided so you can see what a Newsletter Insert looks like in final form.

The template and example are available from the [Marketing and Outreach Center](#) at tbb-nc.org.

TBB-NC Public Service Announcement (PSA) Templates: Customize any of the three 30-second TBB-NC Public Service Announcements with your organization's name and contact info and send to local radio stations to read on the air to advertise your organization's TBB-NC services. An example is provided so you can see what a Public Service Announcement looks like in final form.

The template and example are available from the [Marketing and Outreach Center](#) at tbb-nc.org.

For Website and Email Marketing

TBB-NC Logo and Short Description: Place the TBB-NC Logo and Short Description under the services section of your website to clearly mark your organization as part of the TBB-NC Network. The Short Description is three sentences of standard language about TBB-NC. Link the TBB-NC Logo to tbb-nc.org to direct people seeking more information about TBB-NC to our website.

Visit the [Web Badges](#) page of the [TBB-NC website](#) to download the Logo and Short Description and read directions on how to place the Logo and Short Description on your organization's website.

Self-Serve Web Badge and Customized URL: When placed on your organization's website, the Self-Serve Web Badge and customized Self-Serve Partner URL allow your organization to direct Self-Serve clients through your website and track the number of clients and applications completed by Self-Serve clients.

Visit the [Web Badges](#) page of the [TBB-NC website](#) to download the Self-Serve Web Badge and read directions on how to put the web badge up on your organization's website and find your organization's customized Self-Serve Partner URL.

Email Blast Templates: Email blasts allow an organization to quickly share information with all its members. Send out email blasts to your clients or encourage community partners to do the same. While the newsletter insert templates can be used for text-only email blasts, the two email blast templates have pictures for headers to catch the reader's attention.

- TBB-NC Email Blast Template: A general email blast about TBB-NC and the availability of counselor-assisted services. Link the picture header to the page with the description of TBB-NC on your organization's website or to tbb-nc.org
- Self-Serve Email Blast Template: An email blast promoting the availability of Self-Serve. Link to the picture header to your organization's customized Self-Serve Partner URL to track the number of people using Self-Serve as a result of your advertising. For more info on the Self-Serve Web Badge and customized URL visit the [Web Badges](#) page of the [TBB-NC website](#).

Find both templates with directions for use from the [Marketing and Outreach Center](#) at tbb-nc.org.