

Promotional Toolkit User Guide

Welcome!

We created this toolkit to help you easily promote Relief's self-management workshops to your clients. This page is accessible exclusively to our affiliated partners.

You will find all the tools on our dedicated page:
<https://relief.ca/relief-1/promotional-kit>

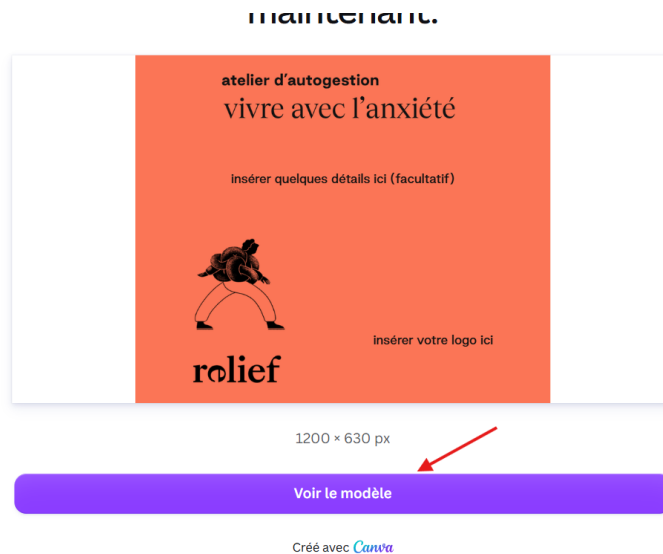
What the toolkit contains

You will find, among other things:

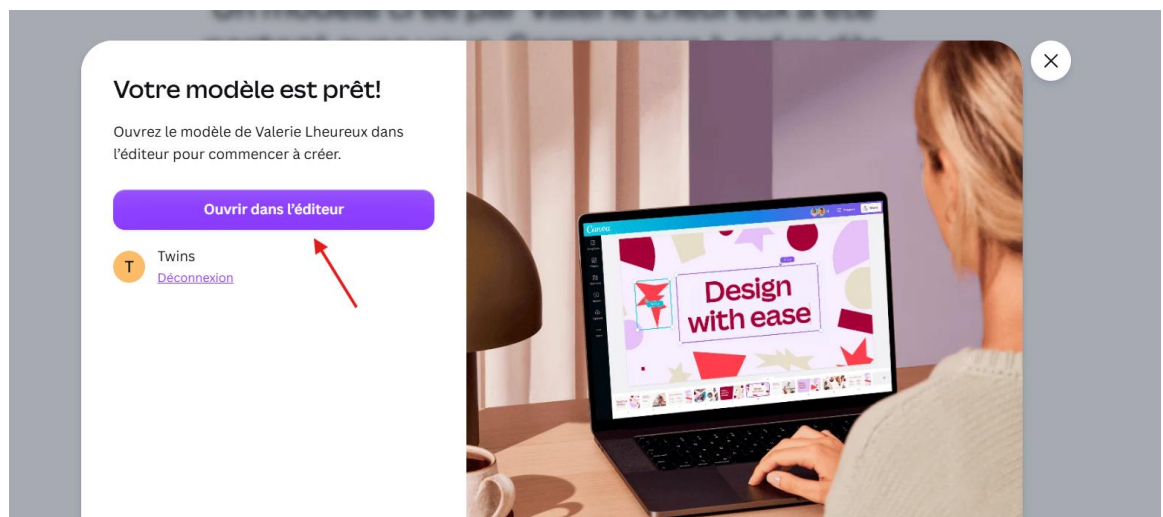
- social media visuals (Facebook, Instagram, and LinkedIn);
- customizable poster templates;
- essential information about the workshops (information sheet);
- information on how to obtain promotional support from Relief;
- feedback forms.

How to use the Canva templates (social media visuals and posters)

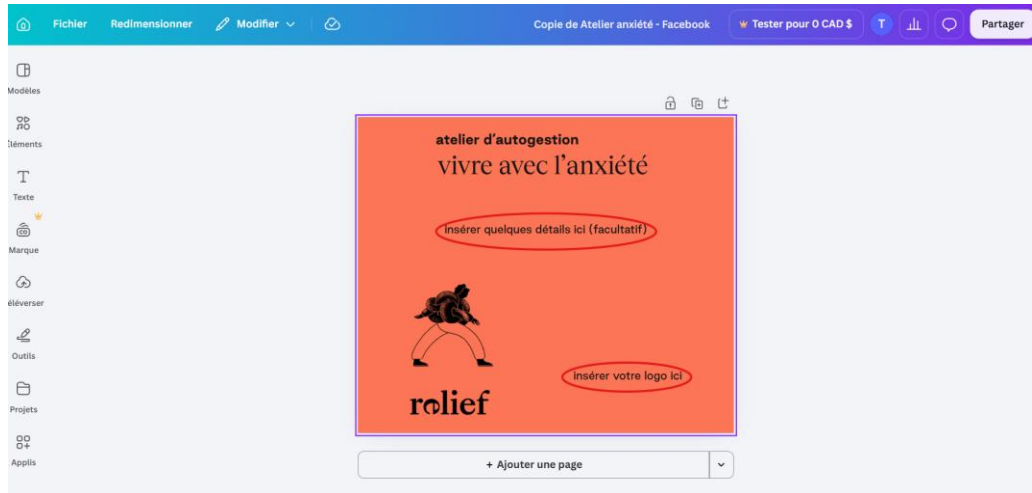
1. You do not need a paid Canva account to use our customizable templates. However, you will need to sign up and create a free account.
2. Open the template that meets your needs.
3. Click **View Template** (or **Use This Template**, depending on your Canva version).



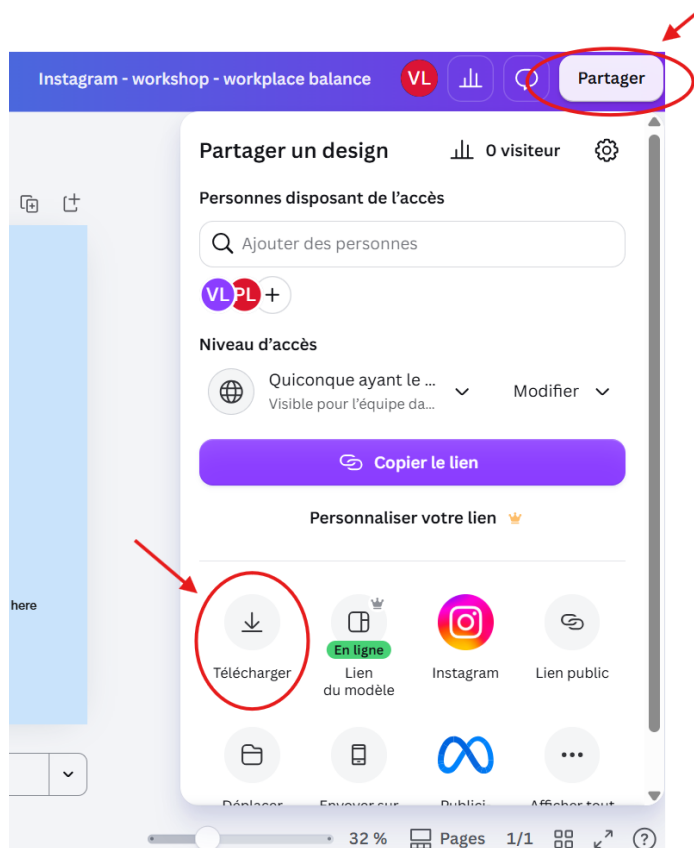
4. Click **Open in Editor**.



5. A copy will be created in your Canva account and will only be visible to you. You may rename it at that point.
6. Customize the visual by adding:
 - your logo;
 - your workshop information (date, time, location or connection link, registration details, etc.).



7. Relief's graphic elements (colours, layout, and visual identity) are locked to ensure compliance with Relief's brand standards.
8. Download your visual in PNG, JPG, or PDF format, depending on your needs.
 - Click the **Share** button in the upper-right corner.
 - Select **Download** from the available options.



Some tips

- Verify that all information is accurate before publishing.
- Use visuals that are adapted to the social media platform where you will be posting your content.
- Leave sufficient space around logos to ensure readability.

Information Sheet

Relief provides you with an information sheet explaining the self-management approach to prospective participants.

Feedback Forms

Relief provides a feedback form specific to each self-management workshop. Participant feedback forms are included in the toolkit to help you collect comments at the end of each workshop.

How to use them

1. Download the form corresponding to the workshop being offered.
2. Print enough copies for all participants.
3. Collect the completed forms.
4. Participant feedback helps you assess satisfaction and measure the impact of the workshops.

Need Help?

If you experience any difficulties using the toolkit or have questions, please do not hesitate to contact the Relief team at partenariats@relief.ca

*Thank you for helping raise awareness of our workshops and support mental health
in your community!*