

How to Use the 30th Anniversary Toolkit

The **30th Anniversary Toolkit** is designed to help you celebrate, promote, and engage your community in the milestone of 30 years of Global Ministries' mission and partnership. It contains ready-to-use resources including printable posters, social media graphics, partner photos, headers for Facebook and LinkedIn, and official logos.

Follow this guide to make the most of the toolkit.

1. Access the Toolkit

- Visit the anniversary resources page: [30th Anniversary Resources](#)
- Download the toolkit package to your computer.
- Save it in an easily accessible folder for reference and reuse.

2. Print Posters

- Open the posters folder.
- Select the poster(s) you'd like to display.
- Print in your preferred size (standard office printers work for smaller sizes; use a professional printer for large displays).
- Place posters in visible areas such as church lobbies, offices, classrooms, or community spaces.

Tip: Consider using multiple posters in high-traffic areas to increase visibility.

3. Use Social Media Graphics

- Open the social media graphics folder.
- Select graphics sized for the platform you're posting on (Facebook, Instagram, Twitter, etc.).
- Customize captions if needed, or use pre-written posts provided with the toolkit.
- Share graphics to your church or organization's accounts to highlight the anniversary year.

Tip: Schedule posts in advance for consistent messaging throughout the year.

4. Share Partner Photos

- Explore the partner photo folder.
- Choose images that resonate with your audience or highlight specific programs.
- Use these images in newsletters, bulletins, social media, or event materials.

Tip: Always credit Global Ministries and the partners when sharing images publicly.

5. Update Social Media Headers

- Facebook and LinkedIn header files are included in the toolkit.
- Download the correct size for your platform.
- Replace your current header/banner with the anniversary version to visually align your profile with the celebration.

Tip: Change your headers during special events or on milestone dates to create excitement.

6. Incorporate Logos

- The toolkit contains official logos in various formats (PNG, JPEG, etc.).
- Use logos on posters, newsletters, presentations, or other materials to show official support for the 30th anniversary.

Tip: Do not stretch, alter colors, or distort logos. Keep the logo prominent but balanced with other design elements.

7. General Best Practices

- Plan your usage around key dates, events, or campaigns during the anniversary year.
- Mix digital and print materials for maximum reach.
- Share resources with your congregation, staff, or community partners to increase engagement.
- Encourage social media tagging and hashtags such as **#GlobalMinistries30** and **#OneMissionOneCalling**.

Using this toolkit ensures your church, organization, or network is part of the global celebration of 30 years of partnership, faith in action, and shared ministry.