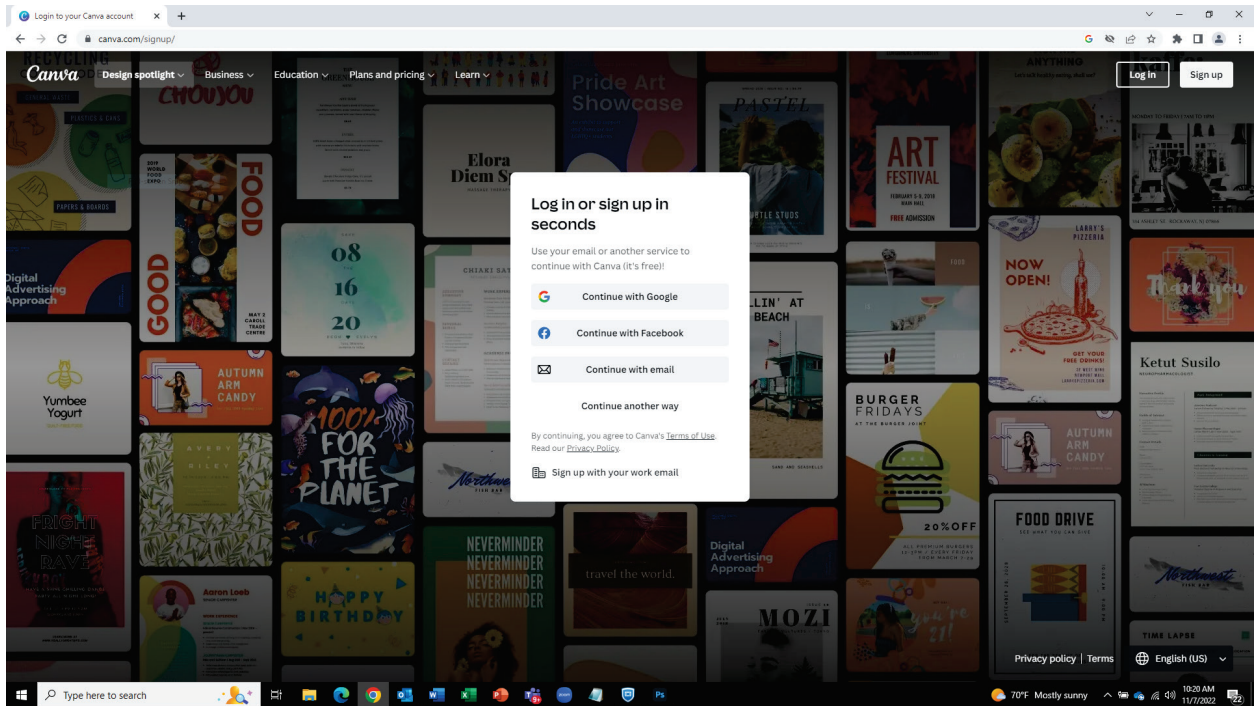


Usage Instructions

Follow these step-by-step instructions to download, customize and share today!

1. Start by creating your free Canva account. Visit www.canva.com.



Help available [here](#). Have an account? Move to next step.

2. Next, click on the [DOWNLOAD, CUSTOMIZE AND SHARE TODAY!](#) button located on the [MEMBER CAMPAIGN](#) page of ASA's website.

The screenshot shows a web browser window displaying the ASA website's Member Campaign page. The URL in the address bar is appraisers.org/membership/member-campaign. The page features a dark blue navigation bar with the ASA logo and the tagline "Providing Value Worldwide". The main content area is titled "The ASA Difference Marketing Toolkit" and includes a photograph of a laptop displaying a marketing graphic. Below the photo, a list of available templates is provided, and a prominent orange button labeled "DOWNLOAD, CUSTOMIZE AND SHARE TODAY!" is visible. A small disclaimer at the bottom of the content area reads: "*For ASA designated member use only (AMs, ASAs and FASAs)".

NEED HELP? CALL 800-ASA-VALU

FIND AN APPRAISER NEWS CONTACT MY ACCOUNT

ASA Providing Value Worldwide

EDUCATION MEMBERSHIP CREDENTIALS DISCIPLINES ABOUT SHOP

The ASA Difference Marketing Toolkit

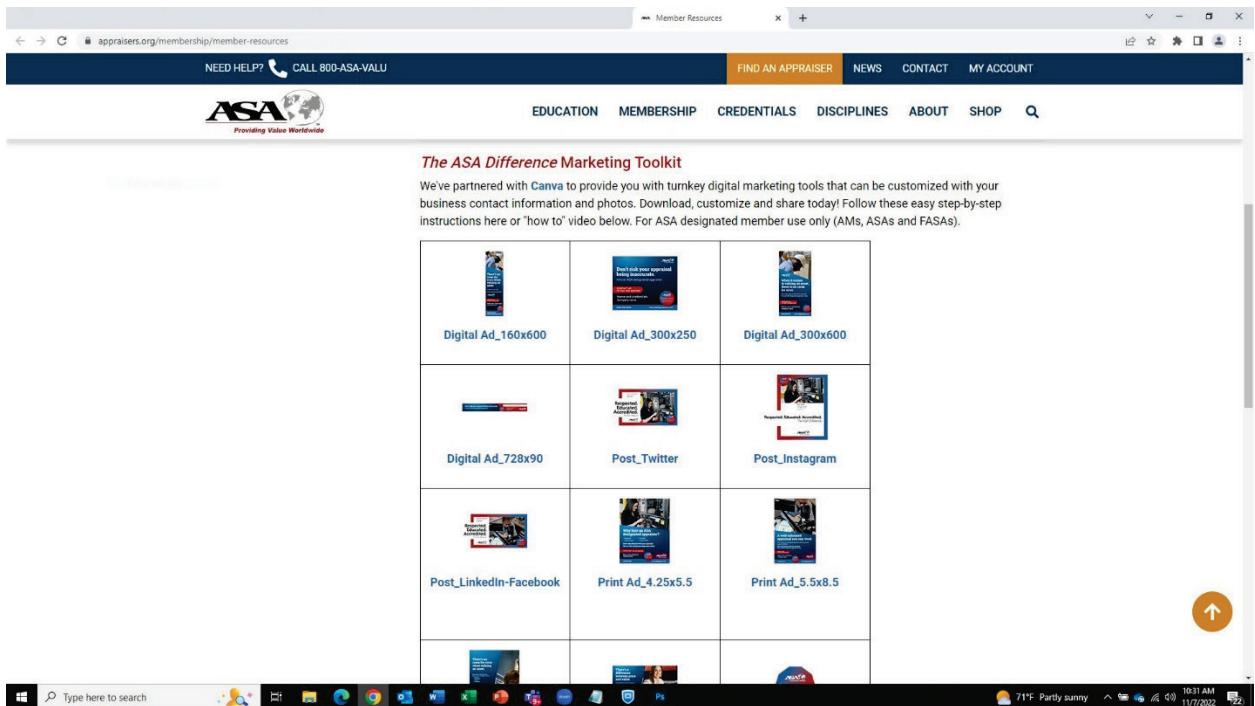
Check out *The ASA Difference Marketing Toolkit* Canva templates for:

- Social media graphics for Facebook, Twitter, LinkedIn and Instagram
- Social media copy
- Digital and print ads
- "I'm an ASA designated appraiser" graphic and more

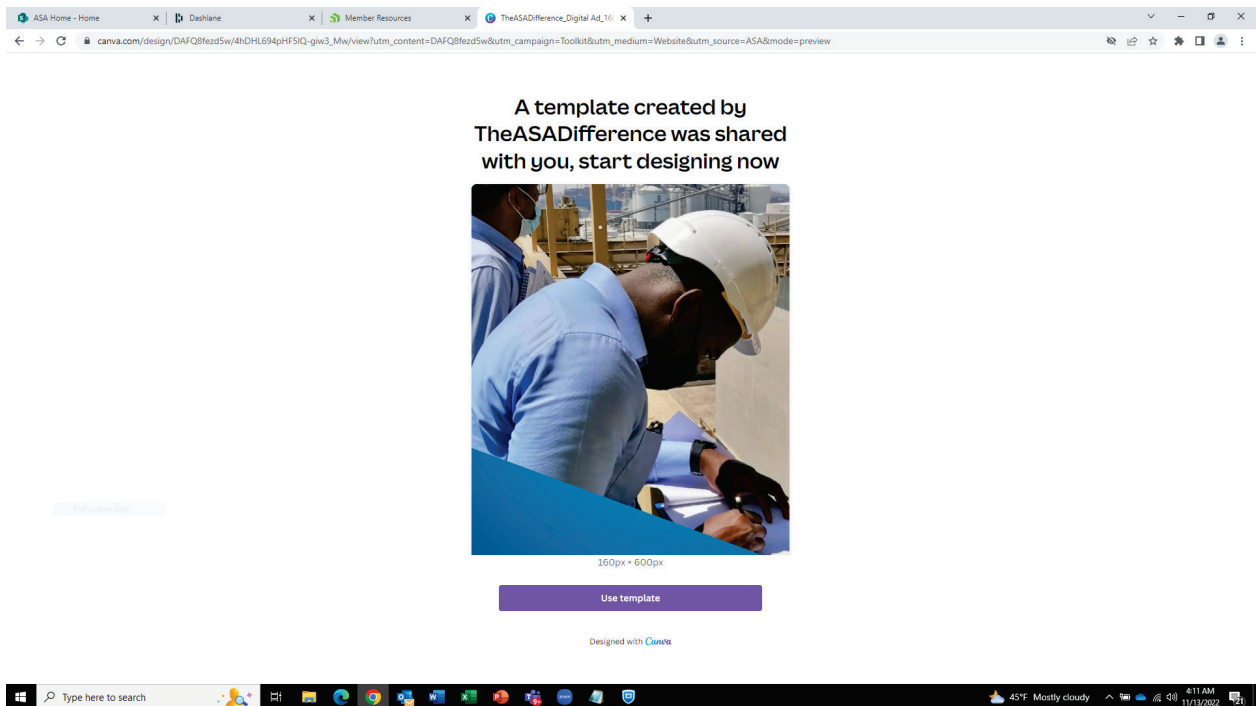
[DOWNLOAD, CUSTOMIZE AND SHARE TODAY!](#)

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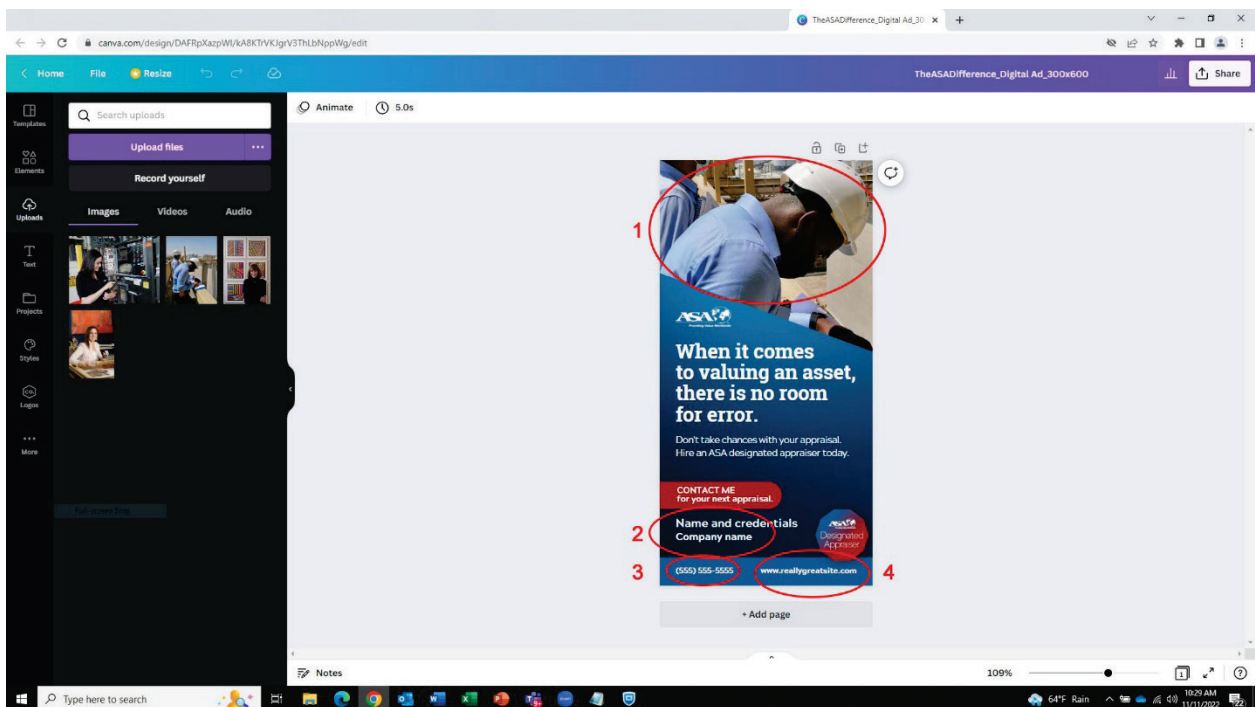
3. While on the MEMBER RESOURCES page of ASA's website, scroll down to *The ASA Difference Marketing Toolkit* and click on any of the linked materials you wish to customize.



4. Next, click on the USE TEMPLATE button, enter your Canva account username and password, and begin customizing.



5. Your selected material will load and display in Canva. There are four areas you can customize: (1) **Image**, (2) **Name/Designation/Company**, (3) **Phone** and (4) **E-Mail or Website Address**. To add your custom image, select UPLOADS in the left menu, upload an image of yourself at work, then drag and release file in circled image area of template. To add your custom text, select and replace circled text areas of template.



The ASA Difference Marketing Toolkit

6. After customizing, proofing and saving, select SHARE in the top menu, then DOWNLOAD, and then choose PNG for social media or PDF PRINT for print media. Your marketing piece will download to your computer and be ready for use.

