



Dear Colleagues-

Today in East Africa, in the region known as the Horn, more than 13.3 million people are in crisis---more than the populations of New York City and Los Angeles combined. The worst drought the world has seen in 60 years is devastating farmlands, uprooting families and killing thousands in four countries: Kenya, Ethiopia, Djibouti and Somalia. Conditions in Somalia are especially dire. Decades of war, instability and conflict have led to an outbreak of famine.

To help address this humanitarian crisis, the U.S. Agency for International Development and the Ad Council have launched an unprecedented campaign to increase awareness among the American people. The campaign strives to connect individuals to the relief efforts in new and creative ways. However we cannot reach the American people alone. Therefore we are asking all of our partners to join us in spreading the word.

We invite you to take advantage of this NGO toolkit to join the campaign. In this toolkit you will find branding guidelines and high resolution files of the campaign logos. This will allow you to spread awareness using our campaign materials while adding your own logo and messaging.

If you want to be in touch with us about further partnership opportunities or have questions, please contact us at FWD@usaid.gov.

Thank you for all of the hard work you are doing around the world.

Sincerely,

Rajiv Shah
Administrator
United States Agency for International Development



SUGGESTED FWD SOCIAL MEDIA CONTENT

The Advertising Council and USAID

Content Platforms:

The FWD campaign will host content / messaging on Facebook, Twitter, and the campaign website www.usaid.gov/FWD. All content is shareable via social media:

- Widget / Badge with embed code for posting on partner digital platforms
- Infographics / Horn of Africa data visualizations
- Photos from the Horn of Africa
- PSAs (when available, by middle of 9/19 week)
- Interactive maps

Suggested Tweets:

In addition to retweeting

Famine. War. Drought. Help the #HornofAfrica move forward. www.usaid.gov/fwd #fwd

Famine is forcing millions of Africans to walk 100 mi for food. That's like walking from Manhattan to Hartford for lunch. #fwd the facts.

Worst drought in 60 years. Worst famine in 20. Ongoing violence. The #HornofAfrica needs your help. FWD the facts www.usaid.gov/fwd #fwd

In Somalia 1 child dies every 6 minutes. FWD help: txt 'GIVE' to 777444 to donate \$10. FWD facts: tell your friends www.usaid.gov/fwd #fwd

The crisis in the #HornofAfrica is affecting 13 million people. You can help. Text 'GIVE' to 777444 to donate \$10, and FWD the word. #fwd

\$9 can mean a month's worth of clean water to a refugee in the #HornofAfrica. FWD relief: text 'GIVE' to 777444 to donate \$10. #fwd

\$25 worth of seeds = 5 months of food for a family in the #HornofAfrica. FWD the facts: www.usaid.gov/fwd #fwd

\$6 covers the cost of water purification for a family of 5 for 1 month in the #HornofAfrica. FWD the facts: www.usaid.gov/fwd #fwd

There's Famine, War, and Drought in the #HornofAfrica. And no one's talking about it. FWD the facts about the FWD. www.usaid.gov/fwd #fwd

Saving lives doesn't take a lot. It just takes a lot of us. FWD facts. FWD relief. Text 'GIVE' to 777444 to donate \$10. #HornofAfrica #fwd



\$10 can feed a child in the #HornofAfrica for 10 days. Text 'GIVE' to 777444. And do more than donate. FWD the facts #fwd

FWD Fact: The Horn of Africa Famine is larger than you think. It's threatening 13 million people. FWD the facts at www.usaid.gov/fwd. #fwd

FWD Fact: The Famine in the Horn of Africa is actually a Famine, War, and Drought. All at once. FWD the facts at www.usaid.gov/fwd. #fwd

FWD Fact: In Somalia, 1 child dies every 6 minutes. Maybe you should tell someone. FWD the facts at www.usaid.gov/fwd. #fwd

Suggested Facebook Posts:

\$9 can supply a month's worth of clean water to a refugee in the Horn of Africa. FWD help: text "Give" to 777444 to donate \$10. FWD the facts: visit usaid.gov/FWD.

One child dies every six minutes in Somalia. FWD help: text "Give" to 777444 to donate \$10. FWD the facts: usaid.gov/FWD

More than 13 million people are facing drought, famine and war in the Horn of Africa. Learn how you can help: usaid.gov/FWD

\$6 covers the cost of water purification for a family of five for one month in the Horn of Africa. To find out more, visit usaid.gov/FWD

With \$25 worth of seeds, a household of five can feed itself for 5 months. Learn more about how you can help the millions of Africans facing famine at usaid.gov/FWD

Getting the word out is as important as giving. FWD the facts to help the millions suffering from the Famine, War, and Drought in the Horn of Africa usaid.gov/FWD

The Horn of Africa is facing its worst drought in 60 years. FWD help: text "Give" to 777444 to donate \$10. FWD the facts: learn more at usaid.gov/FWD



FWD Branding Guidelines

The following are the Branding Guidelines for the FWD campaign sponsored by USAID and the Ad Council. These set the standard for the design of all FWD campaign public communications.

- All FWD public service advertisements (PSAs) will include the USAID and Ad Council logos and be placed, sized and colored per each organization's individual guidelines.
- The USAID and Ad Council logos must be offered the opportunity to be included on all retail, in-store, event marketing, social media and advertising materials where FWD branding appears.
- No other corporate logos can appear on the FWD campaign materials without USAID and Ad Council approval.
- No corporate logos can be included on any materials which include PSA talent and air on/in donated space and time.

The font for the logos is Forza from Hoefler & Frere-Jones:
(http://www.typography.com/fonts/font_styles.php?productLineID=100041)

Logo Colors:

CMYK:
C-4 M-100 Y-82 K-0

RGB:
R-228 G-29 B- 57