



**ISLAMIC
RELIEF
USA**

MARKETING MANUAL

FOR IRUSA GRANTEES



IRUSA.ORG



Thank you for being a partner with us at Islamic Relief USA. We value your partnership immensely, as together we are working to make a better world. We appreciate the incredible work you do for our community.

As a valued partner we will be sending various marketing materials as they will relate to the project you are conducting. Below you will find the proper methods of using these marketing materials to the best use. Depending on your grant the necessary material will be provided to you, and those items will be for you to keep. If your grant is renewed or continued we hope that you can use these items for multiple years.

Thank you again for your valued partnership.



IRUSA Marketing Material

This is the list of the marketing material Islamic Relief USA has for their US grant partners. Again not all of these will be sent, each item is for a specific project, and they are listed below. *You will be sent the marketing material as per your grant.*

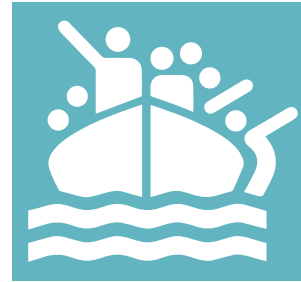
Types of US Grantees



Seasonal Programming



US Grant Programming



Refugee Resettlement



MESH BANNERS

4 ft x 10 ft Banner

For seasonal programming - Ramadan, Qurbani, Summer Food, Hot Meals, Day of Dignity, and Turkey Distribution

Ramadan Food - Mesh Banner



To be placed for Ramadan Food Distribution or Food Box Packing

Qurbani Meat - Mesh Banner



To be placed for Qurbani Food Distribution

Summer Food Programming - Mesh Banner



To be placed for Summer Food Programs

Hot Meals - Mesh Banner



To be placed for Hot Meal Distribution



Day of Dignity - Mesh Banner



To be placed at the Day of Dignity Event

Turkey Distribution - Mesh Banner



To be placed at the Turkey Distribution Event

How to Use:

Banners for all seasonal programming, please display unobstructed for the day of your event, or weekly distribution. Make sure it is visible to both participants and for photos to be taken during the distribution. Wipe down and use it annually/weekly as your program is needed.

What will be needed:

Banners do come with grommets so please attach with string, nails, thumb tacks, or tape as needed.



IRUSA STAND UP BANNER

Retractable Banner

For All Grantee Partners



How to Use:

Please display IRUSA Stand Up Banner outside your grant project, distribution, or event you are holding as part of your grant with Islamic Relief USA. Please make sure to make it visible and not blocked in any way.

What will be needed:

You may need sandbags on a windy day to keep this banner from moving or falling

IRUSA A-FRAME BANNERS

Discontinued



How to Use:

If you still have it please continue to use it. You can add your logo to the other side of the A-frame sign. Display A-Frame banner on sidewalk or somewhere near the distribution that it can be easily seen.



IRUSA TOTE BAGS

Canvas/cloth-like bag

for Ramadan Food, Day of Dignity, Turkey Distribution



How to Use:

Ramadan Food Distribution - IRUSA tote bags can be used to put the food distributed, or anything in addition to the food box that is given.

Day of Dignity - IRUSA tote bags can be given to attendees for any of the products and services they will receive on the day of the event. IRUSA tote bags can also be used to put the hygiene kits that are given.

Turkey Distribution - IRUSA tote bags can be used for the sides (if any) distributed while distributing the turkeys.

IRUSA INSULATED BAGS

Insulated tote bag for cold/frozen items

Turkey Distribution



How to Use:

IRUSA insulated tote bags should be used for the turkey distributions. Please place the turkey inside these bags to keep the cold for your distribution. These bags can be given to the beneficiaries and we do not need them back. Each year you do this distribution you will be sent the insulated bags.

IRUSA PLASTIC BAGS

Plastic grocery bags

Hot Meals and Qurbani Meat Distribution



How to Use:

Place hot meal or Qurbani meat inside the IRUSA Plastic bag for distribution to clients.



IRUSA PROUD PARTNER STICKERS

Sticker

Hot Meals and Ramadan Food Distribution



How to Use:

These stickers come in round and square upon request for any type of food distribution for hot meals and Ramadan. Place stickers on the individual meals or bags being distributed.

IRUSA APRONS

Apron

Seasonal Programs in Food Distribution



How to Use:

IRUSA aprons for all seasonal programming for distribution of food. The aprons should be worn by anyone packing or distributing food in our seasonal programs such as Ramadan, Qurbani, Hot Meals, and Summer Food. Please make sure the apron is worn over any jacket or sweater so that it can be seen. Clean aprons as needed and re-use for weekly or yearly programs whenever possible.



DAY OF DIGNITY T-SHIRTS

T-Shirt

Day of Dignity



How to Use:

These shirts will be sent to you for the Day of Dignity events. They are to be worn by all partner volunteers on the day of the event. If needed, you can wear on top of jackets or sweaters so it's visible.

IRUSA LOGOS

For any grantee partner



Blue and White logos

background here only to show white logo

IRUSA Logos can be found [at this link](#)

How to Use:

Logos can be used on flyers and other printed materials as needed. The logos cannot be altered and must stay the same colors as given to you, please use either the white logo or the blue logo.

Our logo should be the same size as the partner logo on the material, and if there are any questions regarding how to use the logos please reach out to your grant coordinator and they will help to answer any of your questions.

