



How To Access Your Content Portal





Welcome to the CARS Content Portal!

Now, all of your favorite vehicle donation content is located in one easy-to-find place: In your NAV Content Portal. NAV is CARS' Vehicle Donation Database System, and the Content Portal lets you view and download web graphics, print materials, and even the pre-written copy from the latest content kit and all of the other materials from our past sends.

Where's the Content Portal?

Simply log in to NAV by visiting: nav.carsmarketing.org. Once logged in, you can access the Content Portal by clicking the 'Menu' icon in the upper left-hand corner (Figure 1). Then click 'Content Portal' from the dropdown menu (Figure 2).

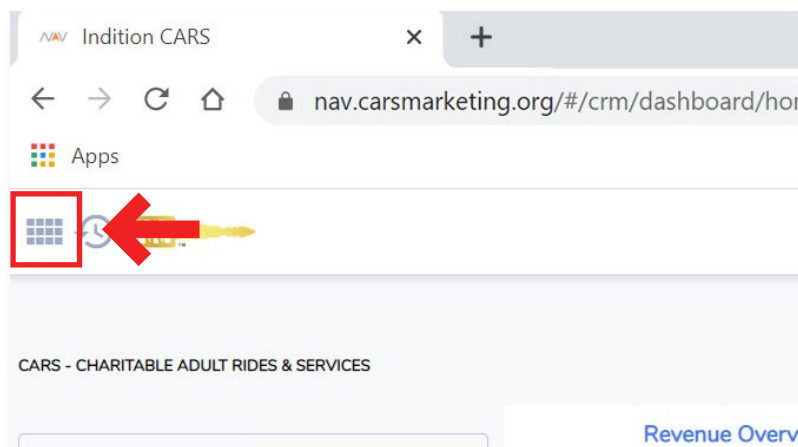


Figure 1: Menu Icon

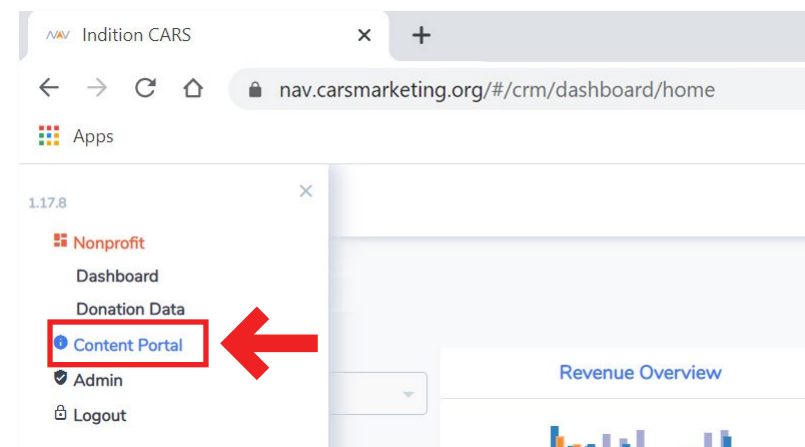


Figure 2: Content Portal

Need More Help?

If you're having trouble logging in to NAV or would like some assistance accessing the Content Portal, please contact your account manager or email carspartners@careasy.org.



Navigating Through the Content Portal:

- **Featured Tags:** These are the rounded buttons located at the top of the Content Portal (Figure 3). Featured Tags show you the materials the CARS Team has handpicked for the season.
- **Tags:** Each file uploaded to the Portal is assigned a series of tags that will help you search through the portal for specific content, including platforms, seasons, events, holidays, and more (Figure 4).
- **File Types:** If you don't have a specific theme or season in mind, you can also search by File Type (jpg, gif, pdf, mp4) to find content for you social channels, website, or events (Figure 5).
- **Usage Instructions:** Each file is uploaded into the Portal with usage instructions to show you how to best use the materials to promote your program (Figure 5).

Example: A social media banner for Twitter may include, "Use this banner to promote your vehicle donation program on your organization's Twitter."

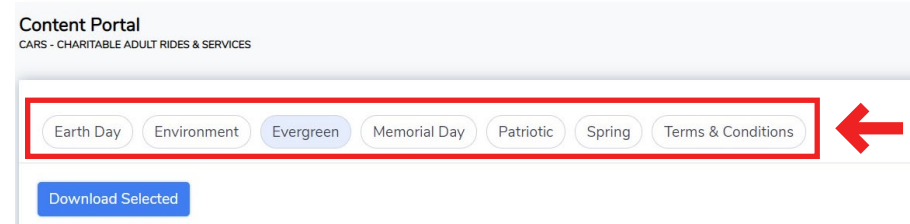


Figure 3: Featured Tags

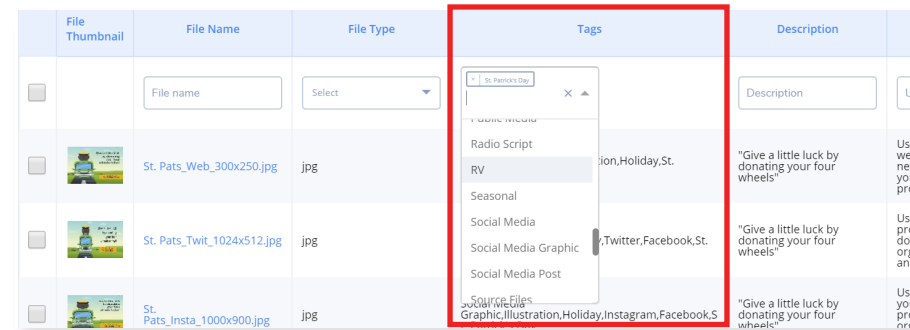


Figure 4: Tags

File Type	Tags	Description	Usage Instructions	File Size
<div>txt</div> <div>docx</div> <div>jpg</div> <div>zip</div> <div>gif</div> <div>pdf</div> <div>mp4</div> <div>gif</div>	<div>Select...</div>	<div>Description</div>	<div>Usage Instructions</div>	
512.gif	End-of-Year,Social Media Graphic,Holiday,Twitter,Holiday Season,Christmas	"Donate this Holiday"	Use this banner to promote your vehicle donation program on your organization's Twitter and/or Facebook	521 KB
	Web Graphic,Email,GIF,Illustration,Evergreen	"We making donating easy" GIF	Use this image on your website or in your e-newsletters to promote your vehicle donation program.	33 KB
	Web Graphic,Social Media Graphic,GIF,Illustration,Twitter,Evergreen	"We making donating easy" GIF	Use this banner to promote your vehicle donation program on your organization's Twitter.	86 KB

Figure 5: File Types & Usage Instructions



How to Download Content from the Portal:

There are two different ways to download materials:

- **Download Option 1:** Check the boxes to the left of the file to select the files you'd like to download. Then click the blue 'Download' button at the top of the page (Figure 6).
- **Download Option 2:** First preview the image or file you want to download by clicking on the file name or the eye icon located in the 'Actions' bar, which is on the far right side of the portal. A pop-up with the preview should appear (Figure 7). Then click the blue 'Download' button to download.

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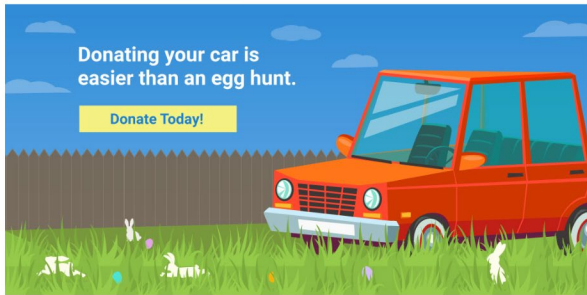
Download Selected				
	File Thumbnail	File Name	File Type	
<input type="checkbox"/>		File name	Select	Select...
<input checked="" type="checkbox"/>		Easter-Bunnies_Facebook_1200x628.jpg	jpg	Social Media Graphic,Illustration,H
<input type="checkbox"/>		Easter Bunnies_Web_300x250.jpg	jpg	Web Graphic,Email,Ill
<input checked="" type="checkbox"/>		Easter Bunnies_Twitter_1024x512.jpg	jpg	Social Media Graphic,Illustration,H

Figure 6: Download Option 1

Easter Bunnies_Twitter_1024x512.jpg

Donating your car is easier than an egg hunt.

Donate Today!



File Name: Easter Bunnies_Twitter_1024x512.jpg

File Type: jpg

Date/Time Added: 03/10/2020 @ 01:48 PM

File Dimension: 1024X512 px

File Size: 93 KB

File Resolution:

Tags: Social Media Graphic,Illustration,Holiday,Twitter,Easter

Description: "Donating your car is easier than an egg hunt"

Usage Instruction: Use this banner to promote your vehicle donation program on your organization's Twitter.

Download

Close

Figure 7: Download Option 2