



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).

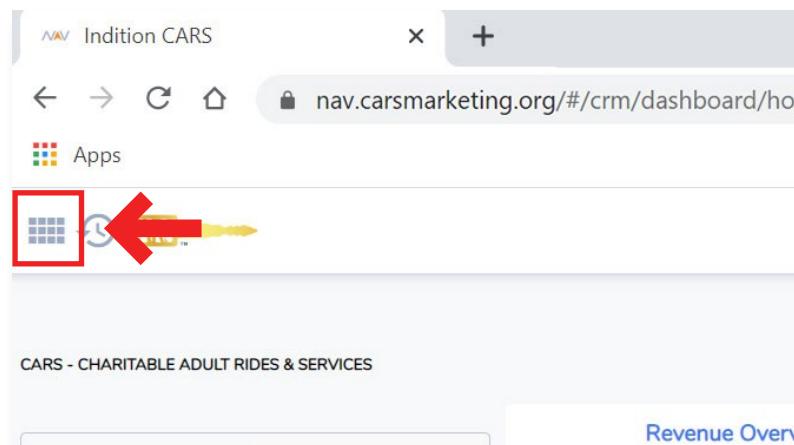


Figure 1: Menu Icon

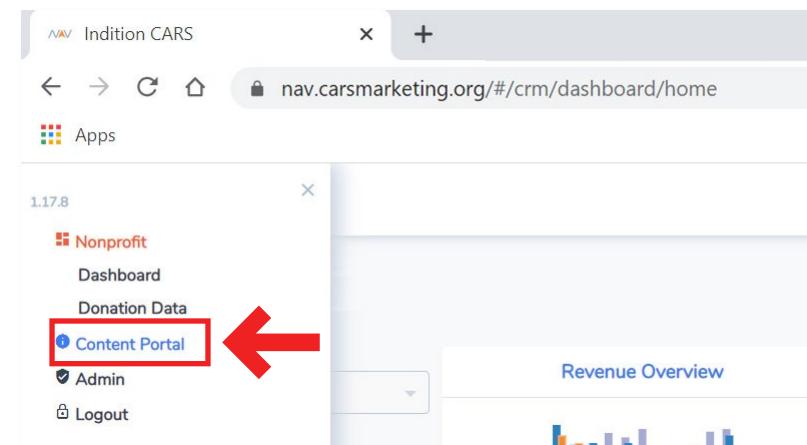


Figure 2: Content Portal

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@careeasy.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 your 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."

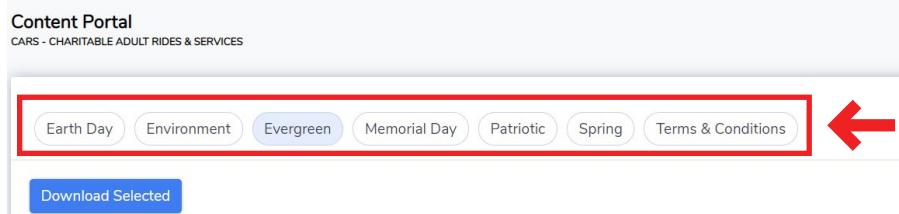


Figure 3: Featured Tags

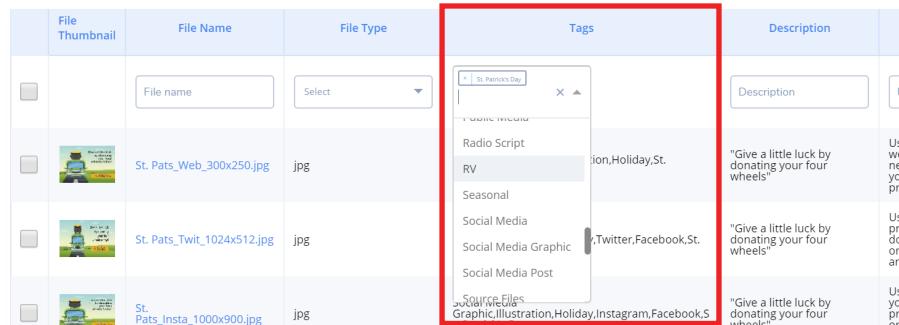


Figure 4: Tags

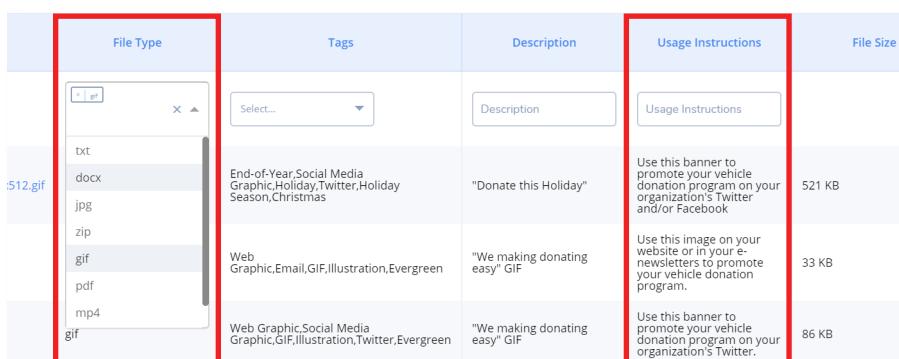


Figure 5: File Types & Usage Instructions



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 checked="" type="checkbox"/>		Easter-Bunnies_Facebook_1200x628.jpg	jpg	Social Media Graphic,Illustration,Holiday,Easter
<input type="checkbox"/>		Easter Bunnies_Web_300x250.jpg	jpg	Web Graphic,Email,Illustration,Holiday,Easter
<input checked="" type="checkbox"/>		Easter Bunnies_Twitter_1024x512.jpg	jpg	Social Media Graphic,Illustration,Holiday,Easter

Figure 6: Download Option 1

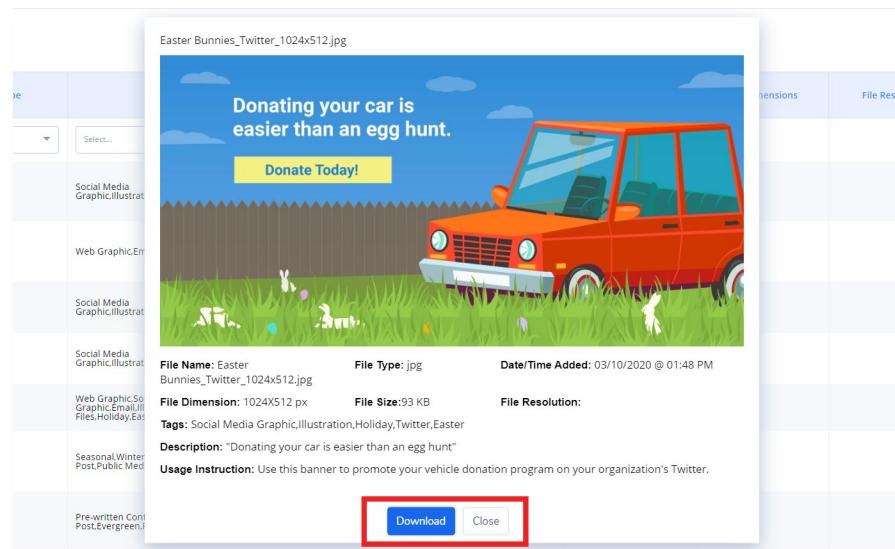


Figure 7: Download Option 2