

## 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](http://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).

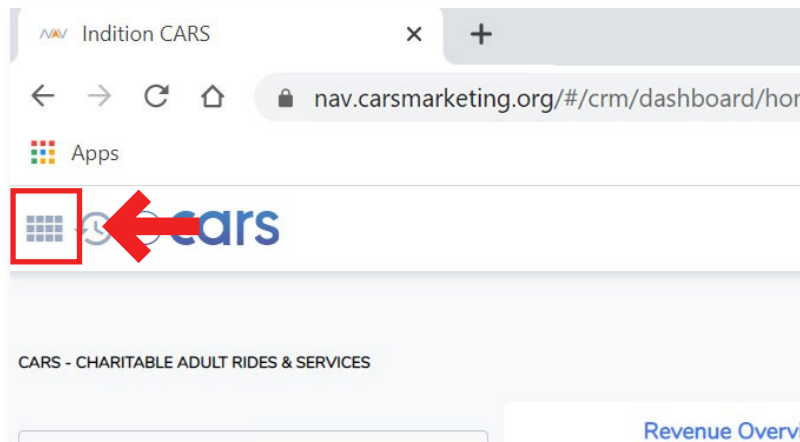


Figure 1: Menu Icon

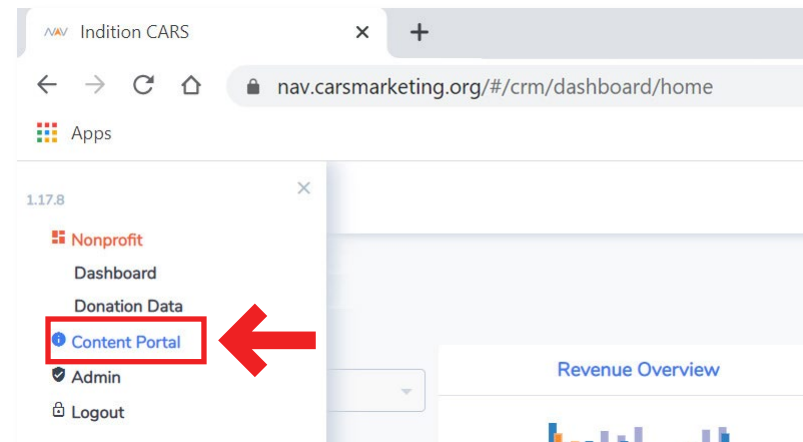


Figure 2: Content Portal

### 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](mailto: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.

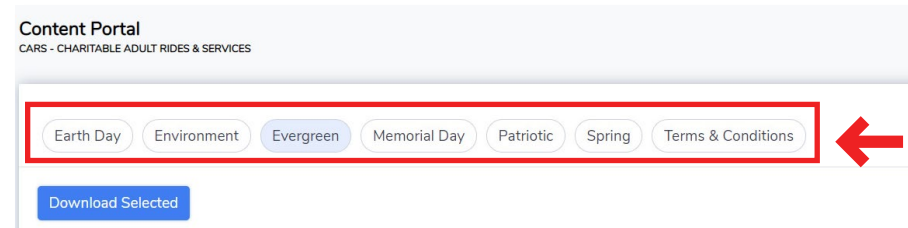


Figure 3: Featured Tags

- **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).

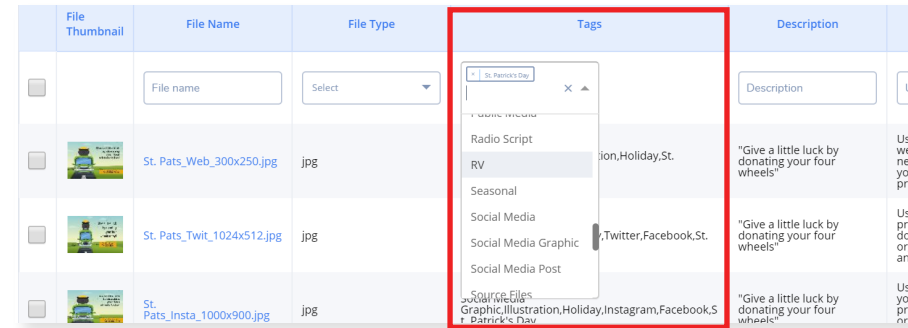


Figure 4: Tags

- **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."*

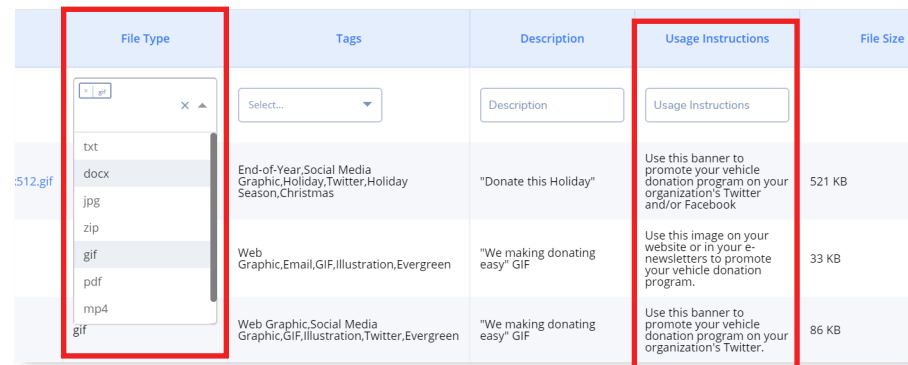


Figure 5: File Types & Usage Instructions

## How to Download Content from the Portal:

There are a few different ways to download material.

- **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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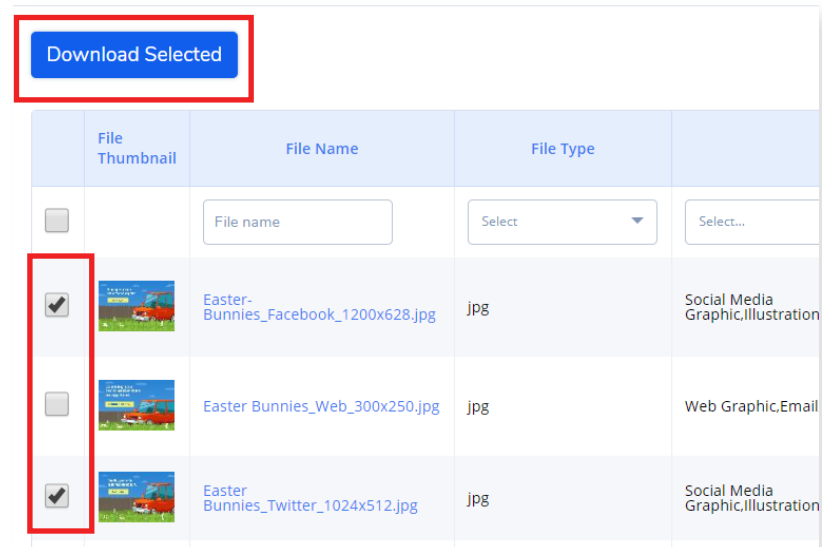


Figure 6: Download Option 1

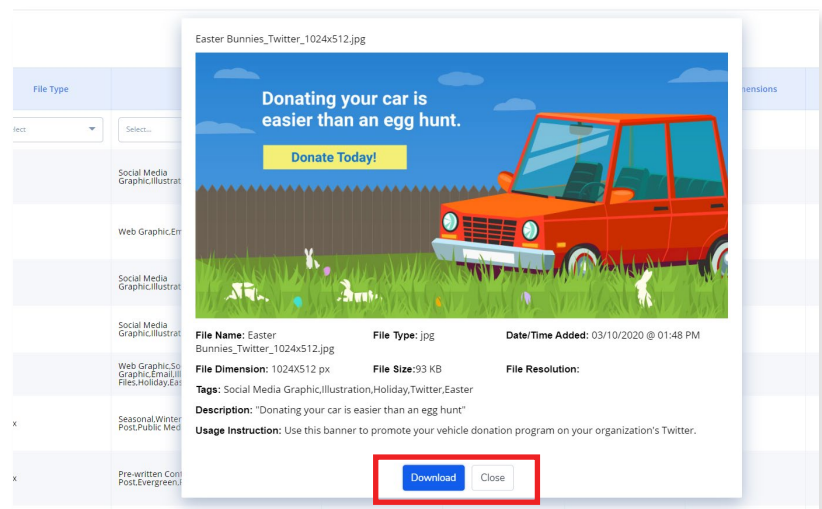


Figure 7: Download Option 2