## Specialized Writing IV- Final Project Summary: Case for Support (30%)  © P. Barrett

**Description**

- Write and design a **fundraising case for support.**
- The charity's case for support is an important tool for **establishing** its **reputation and credibility** with donors.
- The report should recognize and thank current donors for their contributions and should **appeal persuasively** to potential donors, showing them how their money will contribute to a worthy cause.
- You will need to **tell the charity's story** in a unique and compelling way.
- Budget allows for an **4-page full-colour report**, which will be distributed to donors and partners

**Content**

At minimum, content for your report should include:

- A message from the Executive Director
- A financial summary with visuals
- A success story / mini-feature
- A report on programs (how funds made a difference)
- Explanation of the charity's vision and plans
- Facts, statistics and data that promote your cause
- A thank you to existing donors
- An appeal to prospective donors (encourage to give)
- Write one accompanying fundraising letter
- All letters should be written to a person

**Design & Formatting**

- Please use **professional formatting and branding** and include visuals and graphics to ensure the report is visually appealing and engaging.
- It should be setup to print in 11x17 format so it prints on one sheet of paper back and front

**Additional Instructions**

- You can be as **creative** as you like with your **theme**, approach and writing
- Feel free to add facts/stats, as long as they are relevant and believable
- Please **cite** written and image sources
- Make the report as **visually attractive** as you can

## Applied Visual Communications- Final Project Summary: Create Promotional / Branding Material (Incorporate Video, a Motion Graphic, or Animation)

**Description**

- Think of this project as an opportunity to expand and enhance a project from another course in your BPR Program. In this case, you will be using the Specialized Writing IV Final Project- **Fundraising Case for Support.**
- Use key parts from the material you are developing for your Fundraising Case for Support (outlined above) to create **promotional material** and online marketing to **help brand your charity.**
  - Telling the charity's story
  - Vision and plan (mission, vision, values statement)
  - Message from the Director
  - Financial summary visuals
  - A success story
  - Facts, stats, and data
- Select a **minimum of 4 Visual Communication Tools**, from the list provided, to expand the visual impact of your project. You will be using this project to create **promotional / branding material** for your charity.
- **Visual Communication Tools List:**

  | | |
  |---|---|
  | ● Video (News Reel, Ad, Vlog) | ● Brochure |
  | ● Motion graphics (text, logo animation) | ● Print advertisement or poster |
  | ● Data visualization (graphs, charts, infographic skills scale) | ● Social media art (profile pics) |
  | ● Wordmark logo | ● Web banner |
  | ● Icon logo | ● PR Memes |
  | ● Business card | |

- Your promotional / branding material must establish the charity's **reputation and credibility** with donors.
- Your visual communication tools should **appeal persuasively** to potential donors, and strike an emotional chord with current donors by evoking a sense of pride in your charity.
- Make sure you **tell the charity's story** in a unique and compelling way.

# Rubric- Final Project

**Checklist**

- Collaborative project with Specialized Writing IV's Final Project: Case For Support
- Create promotional / branding material for a charity
- Use data visualization and visual communication tools for messaging & storytelling
- Develop a Cross-Platform Design System
- Make an omni-channel and social media marketing plan
- Focus on branded messaging around mission, vision, values
- 5-10 Minute Presentation of the Visual Promotional Material Created

| Description | Mark |
| --- | --- |
| **Design, Layout and Visual Communication**<br>● **Promotional and branding material enhances the information** in the Charity's Case for Support report created for the Specialized Writing IV course<br>● **Visual Communication Tools (4 minimum)**, have been used in an effective way that expands the visual impact of your **charity's cause and values**<br>● Project uses compelling photographs, images, graphics and video(s)<br>● Visual design material demonstrates design and communication skills that leave a **positive impact on the intended audience**<br>● Visual communication material looks **professional**, uses a **unifying theme** or concept throughout all aspects of the design and layout work | /25 |
| **Branding & Messaging**<br>● Project tells the **charity's story** in a unique, compelling and persuasive way<br>● Conveys clear and consistent **key messages**<br>● Clear illustration of charity's current and future direction through **mission, vision, values** information<br>● Your promotional / branding material establishes the charity's **reputation and credibility** with donors.<br>● Your branding and visual communication **appeals persuasively** to potential donors, strikes an emotional chord with current donors, and evoked a sense of pride in your charity. | /25 |
| **Graphics & Data Visualization**<br>● Part of telling a **compelling story is to use facts** and examples that engage the audience. Use data as part of your storytelling.<br>● **Graphs, charts, stats** and other forms of data visualization have been used to highlight the importance of your charity's work and overall mission<br>● Consider using financial information, year-in-review information, and donation dollars from your Charity's Case for Support report as content.<br>● Have you used **data visualization** to influence and **motivate donors** to help your charity's cause? | /20 |
| **Promotional, Branding and Marketing Material Adapted for Cross-Platform**<br>● Examine how the design(s) may be adapted across **different platforms** (mobile, tablet, desktop, print)<br>● The presentation **examines** an **omni-channel marketing** and **social media promotional plan** | /10 |
| **Overall Presentation**<br>● Practice and timing of the presentation are evident.<br>● The presentation demonstrates a clear understanding of the **elements & principles** of design.<br>● Demonstrates a knowledge of **print** and **digital design processes**.<br>● Clear understanding of how **design fundamentals** impact marketing, branding, advertising and public relations. | /20 |
| **Total Mark** | **/100** |