

## **NGO: Non-Governmental Organization Brochure Project**

You and a team will come up with a fictitious yet plausible non-profit group who's goal is to make some positive difference in the world: local or globally

Brochures are often used as a way to attract attention to an organization and cause.

**It should be done with color, bold fonts, story-telling images, and writing that gives just enough information to excite and persuade the reader to take action; either take action through donating or volunteering.**

Your Brochure should have 6 panels and include the following about your team's NGO:

- Provide a general overview of its program and info on who founded it (Co.Description)
- Focus on the program's highlights. (Co. Mission Statement)
- Describe who it benefits and where.(Target Market) Include a map if applicable. (Place)
- Explain how to get involved. (either by donating money or time through volunteering)
- Include information about the nonprofit itself. Additional Details
- Top it all off with an attractive, attention-getting cover. (Logo and Slogan)

All panels should have attractive color, bold fonts, and images with the writing clearly depicting the cause your team is focusing on.

**Please print in color if possible. Due Wednesday 5/3/19  
/40 points Assessment/Project Grade**