

NGO: Non-Governmental Organization Brochure Project

You and a team will come up with a brochure for venture capitalists and crowd funding purposes who's goal is to raise funds for a weather balloon that can make a positive difference in the world: local or globally

Brochures are often used as a way to attract attention to an organization and cause AND to build investment interest.

It should be done with color, bold fonts, story-telling images, and writing that gives just enough information to excite and persuade the investor to take action.

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
- Focus on the program's highlights.
- Describe who it benefits and where. Include a map if applicable.
- Explain how to get involved. (either through crowd funding or full venture capital investment)
- Include information about the nonprofit itself including cost projections.
- Top it all off with an attractive, attention-getting cover.

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 Tuesday April 18th
/50 points**