



**10:15**

SR-ICE BREAKER - introduce to each other and say why they think good design is important for fundraising

**10:25**

Introductions - Sarah start

NK -Design Action, Sarah and Nadia

came out of inkworks press – coop union etc

- mission
- members
- philosophy

SR - Who is in the room? So now we want to know about you - Raise your hand if you identify as part of a development team, organizers, consultants, in-house designers, accidental designers, web designers/developers

# AGENDA

1. Icebreaker
2. Introductions
3. Goals
4. The Landscape
5. Presentation
6. Small group work
7. Report Backs/Q&A
8. Evaluation

SR

10:15 Icebreaker

10:25 Introductions

10:35 Goals of the session/Landscape - narrative context that we are in

10:45 Presentation

11:15 Small group work

11:45 Report Backs/Q&A

11:10 Evaluation

## GOALS

- Learn about some design and information architecture strategies for your print and online communications.
- Get inspired.
- Get your questions answered about design and fundraising communications tools.
- ...

**10:35: - NK**

***ask what other things people would like to have answered in this session.***

Many grassroots organizations have what I call “accidental” designers, in-house. Budgets are at a minimum and so hiring an outside designer might not be affordable. Or they are subject to volunteers coming and going. Design Action has some best practices tools that can be used for creating your in-house designs (flyers, newsletters, etc), and for working with designers, in order to keep costs at a minimum. We also share ideas on how to create visual designs that can speak to the audiences without compromising the “personality” of the organization.



Why? overall landscape of design for the Left. We live in a landscape of information bombardment. The Right and the corporate world spend billions on advertising to shape people's opinions and get them to do certain things (shop, vote Republican etc).

We have limited resources. We on the Left need to be strategic in how we communicate. so that our messages really resonate. So that we can spark involvement, action, and support for our organizations and campaigns.

Tell our stories ourselves.



**overall landscape of design for the Left.**

We live in a landscape of information bombardment. The Right, the Koch brothers, the Tea party and the corporate world (all the same thing) spend billions on advertising to shape people's opinions and get them to do certain things (shop, vote Republican, support the war etc).

We have limited resources. We on the Left need to be strategic in how we communicate. so that our messages really resonate. So that we can spark involvement, action, and support for our organizations and campaigns.

Every communications piece we put out there needs to tell our stories, tell about our successes. Always remind your audience - ie. your donors - what you do and why it's important. Show the stories, so donors know that their donation is being put to good work, that their donation has made a difference, and how.



Use good compelling photos ideally of your membership in action, or the clientele of your agency (not a bunch of people sitting around a meeting table talking). The photos don't have to be literal, they should be compelling, and depict the mood you are creating, and the success of your work.

Popcorn:

why do we care about good strategic design? why is it important?

- legibility, accessibility, excited, take action,

What kind of tools and materials do we use to communicate with specifically for fundraising?

- brochures, websites, e-news, newsletters, appeals, posters, flyers, social media posts/pages, sharables, video

Who is your audience?

- donors, members, base, students, media/press, ...



Design is not just a pretty picture and a nice font. Often good design is not even seen. Design is also the structure that communicates information that keeps people engaged and wanting to know more. It leads them to taking a certain kind of action.

Good design is functional. It takes the user or reader on a path, so their experience is accessible and enjoyable.

Design is the foundation, like a house you don't see the frame. But whether it's a website, or a report, the content and the pretty things rest on that foundation.

**Popcorn:**

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# Why is visual identity important?

I had received feedback from one of our presentation at MFOM that people are interested in knowing more about logo process and identity design. So we'll focus a little time on that now.

**why is it important that we have a good logo or unified consistent visual identity? (popcorn some answers)**

# Why Logo?

## **Recognition**

You do great work. People need to know it's you doing it.

## **Differentiation**

There are others doing similar work. But they ain't you.

## **Visual Shorthand**

"What type of organization is this? Ah, I can tell from the logo."

## **Credibility**

"Is this a real organization or just someone with a website?"

## **Organizational Pride**

You know who you are as a collection of people. This is who you are under one banner.

## **Personal Relationship**

In a visual society, you need a face.

# What is a Logo?

A signature image and text combination that identifies an organization, campaign or project.



a logo should be:

1. Describable
2. Memorable
3. Effective without colour
4. Scalable i.e. work when just an inch in size
5. Relevant to the organization/issue

# No Frankensteins!



What a logo is not/does not do:

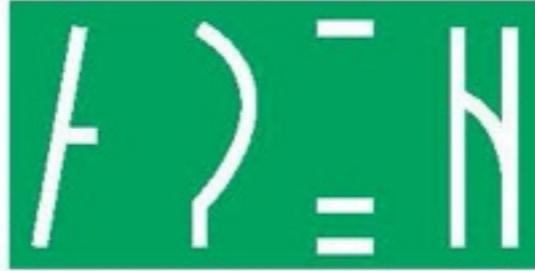
it's not your brand

it doesn't show every aspect of your work, sometimes it doesn't even show any elements of the work but is an abstract symbol or idea of the essence of your work.

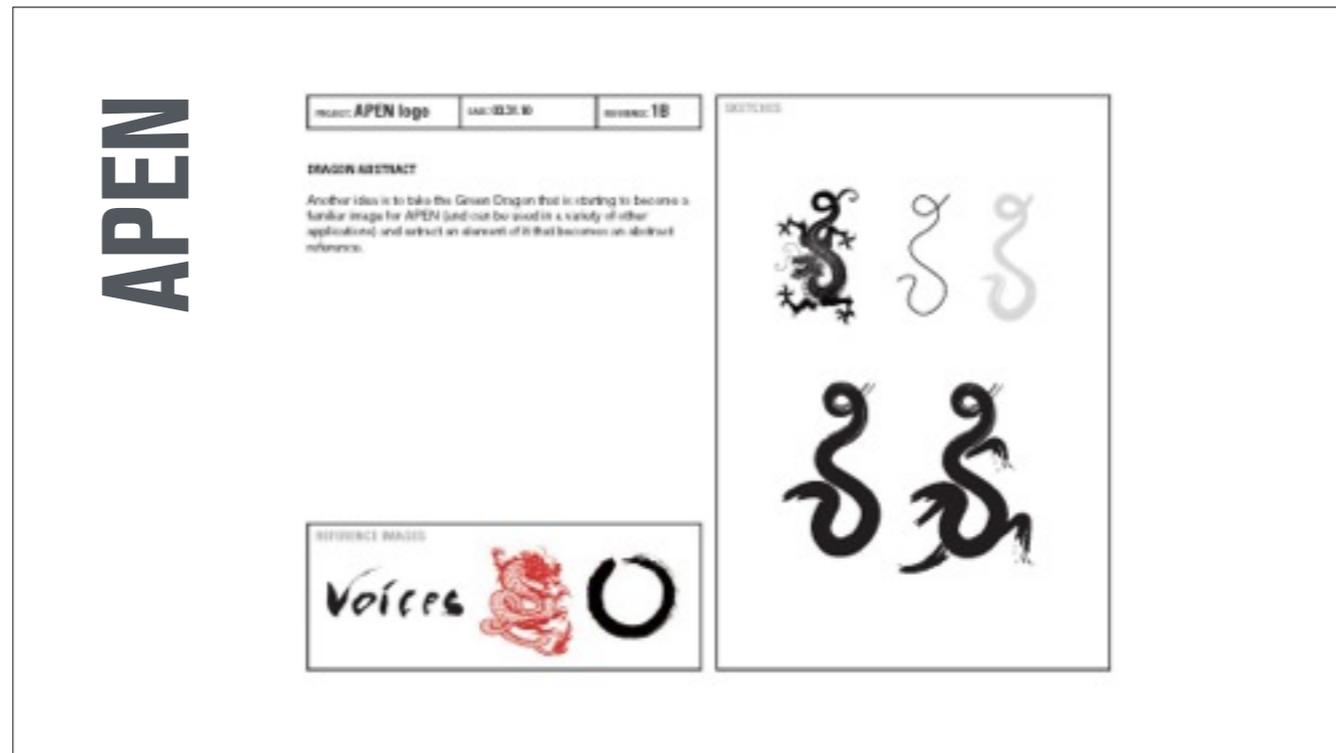
how is a logo different than a brand? popcorn

so what is a logo?....

# APEN'S STORY



Asian Pacific Environmental network had a pretty dated logo that did not tell their story. The website still looked like it was from the 90s. They were approaching their 18th anniversary and were ready to completely refresh their whole look and have imagery which will inspire and engage their members, donors and communities.



We developed a creative brief with them to establish the audience, some visual elements they would like to explore, and some descriptive words of the essence and values of APEN.

We believe in a collaborative process where we work together with our clients to get to a design that is meaningful for the organization and for their audience.

A few years ago, APEN - which works on EJ issues such as fighting the Chevron refinery in richmond - had themed an event "Enter the Green Dragon". The Green dragon was starting to be a recognizable symbol for APEN...

So For some of the concepts we presented, we explored a dragon option to keep with that "mascot."

Of course one of the challenges is that the membership is made up of many Asian Pacific communities, so we had to be careful of not stereotyping what is "asian" or misrepresenting the actual communities involved in APEN.

# APEN

PROJECT: APEN logo    DATE: 03.26.10    VERSION: 10

## HEALTHY FAMILIES, SAFE COMMUNITIES

Getting away from the more metaphorical symbols, we could go for something more literal. A Healthy Families, Safe Communities frame, if done well, can be a nice way of focusing on the vision of what APEN wants to create. A number of organizations have used more literal imagery to show the vision, but we'd propose something simple, like a kid and a parent flying a kite. The rendering style would need to be how we give it an Asian feel to distinguish it. The level of detail in the rendering could vary, but this would be one of the more literal logos we'd propose.

## REFERENCE IMAGES



## SKETCHES



We also explored a literal design that focuses on the outcomes of the work that APEN is going for Healthy Families and Safe Communities.

we proposed something simple and that the style will come out in the actual rendering.

**APEN**



They chose the direction of the woman and child to symbolize the communities they work with. But they asked for different settings, to enunciate that they work in Asian communities. We explored many options - some were pretty kitchen sink - sometimes we need to show what people are looking for to see that it does not work, before getting to a final option.

**APEN**



So they realized that wasn't going to work and that since the name says "Asian Pacific" we didn't need to hit people over the head with it.

they wanted to see literal environmental images, as well as Oakland/urban landscape. We showed it to them - but you can see it doesn't work. as well the typography they wanted to see - it disappears. And does not have the strength that APEN is known for.

**APEN**



for the next iteration we were able to simplify the background luckily, and look at the people in a more active stance. -

**APEN**



Finally, They became convinced that using green is enough of a symbol to show “environmental” so

after many iterations of exploring typography and layout and different green - we landed here. The urban landscape was simplified, the feelings of hope are shown in the circular beams, and the people became more active and prominent.

# APEN



Now the logo design can be translated to their larger identity design.  
Stationery



APEN



APEN ASIAN PACIFIC ENVIRONMENTAL NETWORK

ອົງການຮ່ວມຊາວເອເຊັຽປາຊີຟິກເພື່ອສິ່ງແວດລ້ອມ

亞太環保網絡

Banner for events - note how other design elements also get translated through their materials to create more of the visual identity

**APEN**

1



2



1



4



Tshirt designs for the Oakland Running Festival - a great fundraiser by the way for team APEN

**APEN**



Tshirt designs for the Oakland Running Festival - a great fundraiser by the way for team APEN

**APEN**



their org tshirt is green of course and they have used their identity in creative ways such as this Photo Booth at the Richmond clean Festival.

# APEN

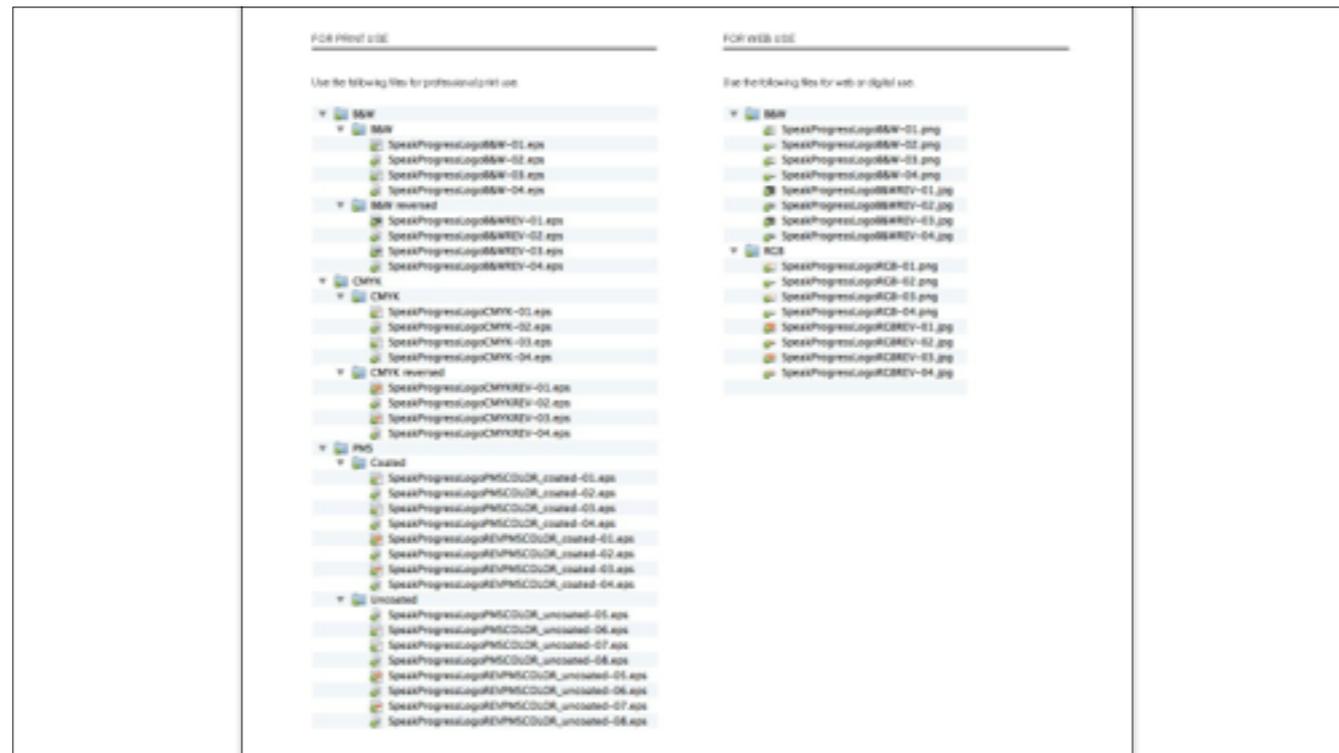


and finally - their website design



**SPEAK PROGRESS**  
Inspiring voices for change





style guide which shows correct and incorrect usage and also all the logo files which must be generated

you should have many file formats of your logo



**SPEAK PROGRESS** CHANGE THE CONVERSATION

From George W. Bush to the carbon abatement movement, progressive movements are changing the conversation today. More and more people are rejecting the status quo. People want politicians that side with the people, not those in power. Speak Progress brings to you campus, community or local issues the voices of those who advocate for the rest of us. We provide inspiring voices for change.

We represent a growing list of speakers, performers, and writers involved in the ongoing struggle for economic, environmental and social justice around the country. They are union organizers, campus and peace activists, radical professors, spoken word artists and more. They share and inspire and others the things you help inspire your campus, community or group members.

**OUR SPEAKERS COVER A WIDE RANGE OF TOPICS:**

- Justice reform
- Anti racism
- Women's equality
- The labor movement today
- The Arab Spring
- Environmental justice
- Worker-owned cooperatives
- Socialism in the USA
- Environmental justice
- Spring on Wall Street
- Campus organizing 101
- Wikileaks & the U.S. economy
- and many more

If you are interested in a topic, contact us and we have a speaker that can inspire.

**SPEAK PROGRESS**  
INSPIRING VOICES FOR CHANGE



**FEATURED SPEAKERS**

**STEWART AUSTIN**

Stewart Austin is the national organizing director of the National Union of Healthcare and Healthcare Workers 100. Formerly, he served as the national organizing director for the AFL-CIO, the nation's largest labor federation representing over 12 million union members. He has been paid more than a dozen times for nonviolent civil disobedience. He is the author of the autobiography "Rising Up: How You Win a Life in Organizing."

**JUSTICE JUBIN**

Justice Jubin is coordinating national outreach efforts and serves two terms as UFD National Co-Chair. Justice Jubin is a member of the U.S. House of Representatives and lives in Boston, MA.

**GERALD HOGAN**

Dr. Gerald Hogan holds the John J. and Rebecca Humes Chair of History and African American Studies at the University of Memphis. He has written numerous books about U.S. history. His most recent books are "Black Revolutionaries: William Patterson and the Organization of the African American National Struggle" and "Negro Crusaders of the Chinese American Revolution and the Black Empire Fight the U.S. Before World War II". He holds a Ph.D. in history from Columbia University and is a faculty member at the University of California, Berkeley. He has a B.A. from Princeton University.

**JUDITH LE BLANC**

Judith Le Blanc is the national field director for Peace Action, the nation's largest grassroots peace organization, with chapters and affiliates in states across the country. From 2003-2008 she worked with United for Peace &

**SPEAK PROGRESS**  
Inspiring voices for change



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Speak Progress is a project of the People's Public Education Fund (SPPCF).

Bring progressive speakers, performers and performers to your campus.

**SPEAKPROGRESS.ORG**

carrying out the logo design thru their promotion pieces



**Khmer Girls in Action**

SELF · CULTURE · COMMUNITY · JUSTICE

## Reflections From Our Members

*"What I've learned ever since I joined KGA is that I have the ability to become a leader in my community. We can make changes for a healthy future if we unite to fight for what's right. I've been making changes by going door-to-door in the community that surrounds my high school, and collecting data on issues of health that people face in their day to day lives. During my door knockings I met an elderly woman in a wheel chair who was an army veteran. As she told her story she pointed out that it's hard for her to go to the doctor because she barely had transportation to get there and when she could she had to pay an enormous fee for the ride there and back. After her story she asked us, "Why is it hard to try and get transportation to the places that can help you?" I was overwhelmed with sadness by her story. I realized that I can be that leader to fight for accessible healthcare to start us off on the road to a healthier future."*



*"Since joining KGA I had more confidence in myself. I have been a part of Yellow Lounge, a showcase where we shared our stories through performances. At first I had doubts about performing, but I thought that if I did it would be great to reach out to people and tell them that violence is never the key to answering problems. I want to tell people that having a wellness center will help people like me when I am running into trouble and trying to find someone to help me. It was hard for me preparing for Yellow Lounge because I felt really nervous and afraid. On the day we showcased our performance I didn't want to go on stage at all. Before I went on stage, I prayed and told myself to stay strong and don't give up no matter what the difficulties are. Although I was nervous I got through it because I knew that I was capable of doing it. When I was on stage I felt like I was on top of the world, sharing my story with a powerful voice."*



www.kga13.org  
1355 Redondo Ave #9  
Long Beach CA 90804  
**Khmer Girls In Action**



# Khmer Girls In Action

ANNUAL NEWSLETTER 2011-2012



## We All Deserve To Be Well

### KGA fights for School-Based Wellness Centers

High School senior Sotheareath Sim was diagnosed with scoliosis when she was twelve years old. "As the scoliosis grew, it became worse," said Sim, who experiences sudden sharp pains in her lower back about once a month. She remembers an experience at school when the pain was so bad that she couldn't stand up. "I couldn't focus on my school work" recalled Sim, "I couldn't get off my chair. I just sat there because it hurt."

Sim is now a member of Khmer Girls In Action and is organizing to get a Wellness Center at her school. "Having a Wellness Center in school is really beneficial because people don't always have the money or transportation to go to hospitals or clinics," said Sim. "I couldn't always go to the doctor because I had school and no transportation."

While there is a severe need for healthcare and support services in our community, we are also seeing a huge gap in access. 55% of youth in Long Beach are living in poverty. Students and families are not getting the care they need. When students' physical, emotional, and mental health care needs are not addressed it makes it difficult for them to focus in the classroom and attend school.

(Continues on page 2)



KGA members visit a school-based health center at Jordan High School in Los Angeles

## Highlights in Leadership & Organizing

### Hearing on the State of Cambodian American Youth

Youth shared their testimonies with policy-makers around the issues of education, immigration/deportation, health access, and community safety

The event was co-sponsored with SEARAC, the California Commission on Asian & Pacific Islander American Affairs, the Asian & Pacific Islander (API) Legislative Caucus, and the White House Initiative on Asian Americans & Pacific Islanders.

Over 200 youth and community members attended, and the event was streamed live.

### KGA Media Productions

Created a collective poem and video that was submitted in the White House Initiative on Asian Americans and Pacific Islanders "What's your story?" video contest. Though our video was not selected, it was viewed during API Heritage month at White House events.

Created a series of 5 videos, entitled: YOUTH at the C.O.P.E. Stories of 2nd Generation Cambodian American Youth in Long Beach. The videos capture stories around education, homophobia, racial profiling, and reproductive justice. All videos will be part of the Cambodian Community History and Archive Project.





carrying thru certain design and additional design elements

# **Fundraising materials**

# Appeals

**THE RUCKUS SOCIETY**  
Activist Organizing Leader That Works

October 31, 2012

Dear Daniel Justice Reporter,

This is a story of people rising up, a story of fighting back. It's a story as old as time. But this time, you got the full story—the real life version, not the fair tale.

They spent a year—in Spring 2011, Arizona passed the first of a series of new harmful anti-immigrant laws that have since caught the nation's attention. Immigrant communities and their allies decided they would not sit idly by and let their families get torn apart and their communities dismantled. Like countless communities before them, they decided to stand up and fight back.

They organized in the homes and workplaces in the streets, and we were right there with them. (We're RUCKUS, that's what we do.)

They knew that in this fight—of David and Goliath proportions—they would need to take it to the next level. And we knew that we were the ones that could help them get there.

So when immigrant rights communities called for support, Ruckus answered with our hands for their struggles. **Standing Solidarity** to help us build the active resistance to other communities willing for support from the front lines of oppression!

Now there is the just the history books learn you. (It's a RUCKUS story, after all.) The story goes that you were a hard and muscular leader in some form the person to fight and win. It takes hard work and preparation to build the skills and strategy to effectively deliver our lines.

And when the fight is important—when there are at stake—this kind of preparation is not a luxury. It's not just an asset, it's a necessary ingredient for success.

So we answered their call, and over the next single year we worked side by side with them to do the hard work critical for the long haul: providing hands-on trainings, ongoing campaign strategy, intensive difficulty building in face open space their communities in action, and a national Justice Camp for 100 activists from over 10 communities. And you—options, too!

Through our work with Ruckus in 2010-2012, we advanced and strengthened our collective ability to effectively challenge anti-immigrant and at the same time we helped and inspired. In those times of emotional attack on all of our rights call for a real response from the bottom up, our partnership with Ruckus has been critical in both an example of actions that inspire and share the skills to make their implementation accessible to thriving communities ready to fight back.

—National Day Laborer Organizing Network

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—Jennifer, Phoenix, Arizona

**THE RUCKUS SOCIETY**  
What can we do with a gift from you?

At Ruckus, we really know how to stretch every dollar—stretch out just some of the things we pulled off in 2012 with less than \$100,000!

- Ruckus Action Camps for Immigrant Rights—July 6-12, 2012, in Phoenix, Arizona
- 3-day trainings on union with training camps with 100 activists from over 10 communities
- Direct Action Training for Teachers for Protests in Dallas—April 28-30, San Francisco—April 29-30
- On-the-ground training, activities, and building for Ruckus communities fighting the fight and for others in the same areas
- Outreach to "The People, The Power, The Planet" in Atlanta—2012, providing direct action support for anti-war and anti-nuclear activists
- 3-day trainings on union with training camps with 100 activists from over 10 communities
- Direct action training for teachers for protests in Dallas—April 28-30, San Francisco—April 29-30
- On-the-ground training, activities, and building for Ruckus communities fighting the fight and for others in the same areas

The Ruckus Society helped our organization push our vision and build a concrete strategy for organizing and winning direct action campaigns. We worked as a group through the creation of resistance art, and protest ideas for potential campaigns. The Ruckus Society helped us put out a successful direct action and directly protect the integrity of our (disrupt) community's children's access to education. An inspiration by the introduction to Ruckus, the Power to the People, we called for our rights in action including, regardless of status, near the same spot where George Washington once stood for the address of African American students. Thank you, Ruckus Society, for helping us make our vision possible!

—Susan Tebbel, Atlanta

Appeals don't have to have same ol' letter format - try adding in design elements even if you are only printing b/w

here Ruckus invested in a color insert to highlight the work they did. (knowing more people will look at that than the letter to show the work that was done)



# Web design

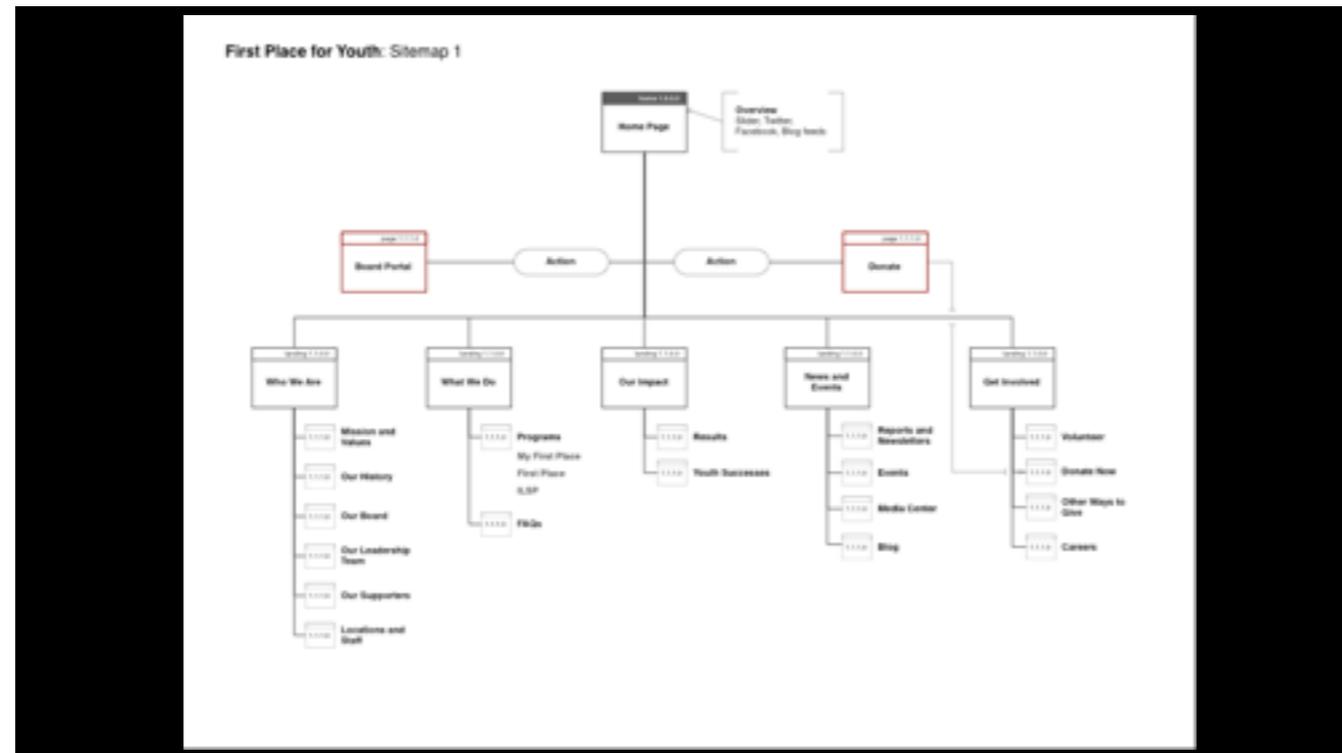
I'm going to focus in on Information architecture.

Information architecture is the part of a web process at the very beginning

IA is the more behind the scenes part of the website but it's that unseen design that Nadia talked about that makes all the difference, that makes it feel effortless to your users

Starting with the over all goals for your organization you determine what you want to tell people with your site. How do you want to invite people to join and support your work? One of the primary questions in this phase is; Who are you're users? Ask for example users

- For many organizations it's a mix of donors and members and then there's also the general public and often the press. What information do you want each group to access?
- This leads to a bunch of other questions. What do you want brand new visitors to know about your organization at a glance? A Website can be an opportunity to welcome to new comers to your work. How do you want to greet them? What do you want show potential funders? What depth on information will they need? Are they going to be looking for past campaign and events, past success as well as current campaigns. Are they going to be looking for outcomes of your work? What do what to show your members? Do your members need to be able to access applications, forms, pay dues, register for events online or sign up to receive action alerts online?

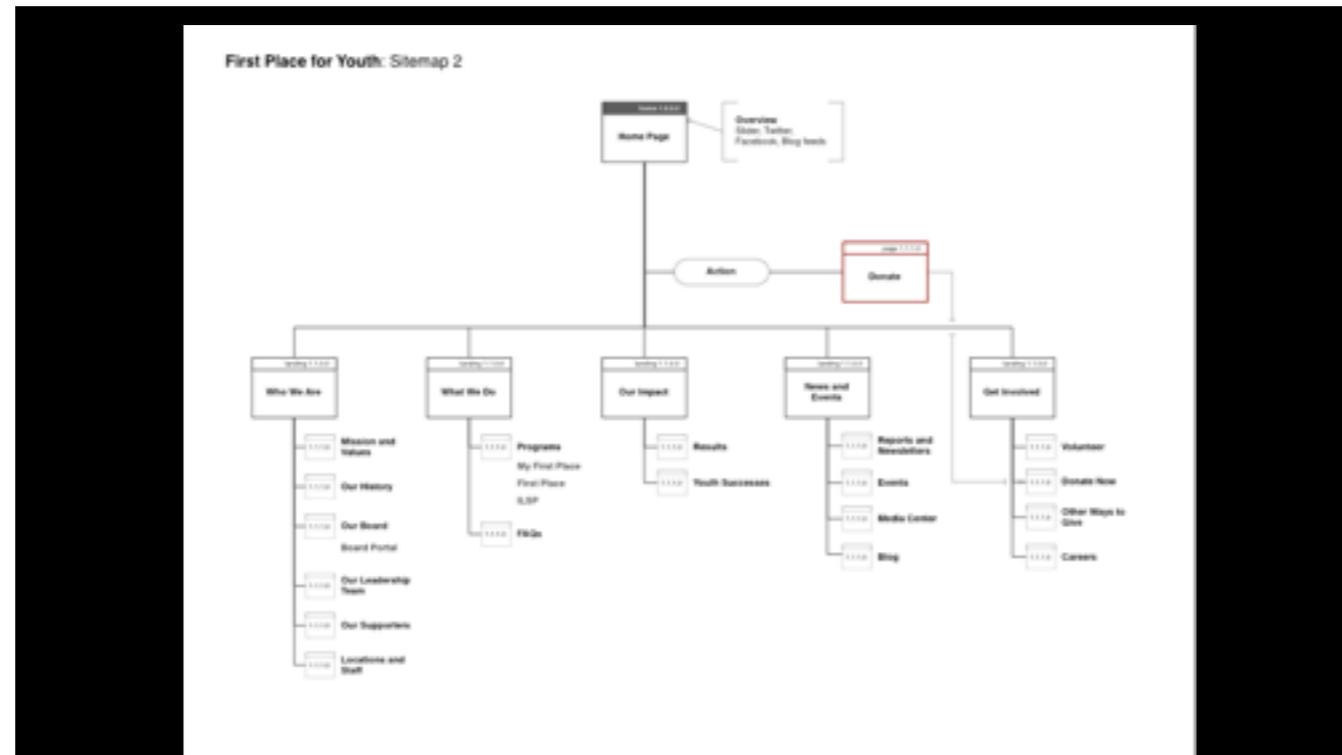


We're going to look at a case study of the Oakland based First Place for Youth to see some examples of what these information architecture documents can look like.

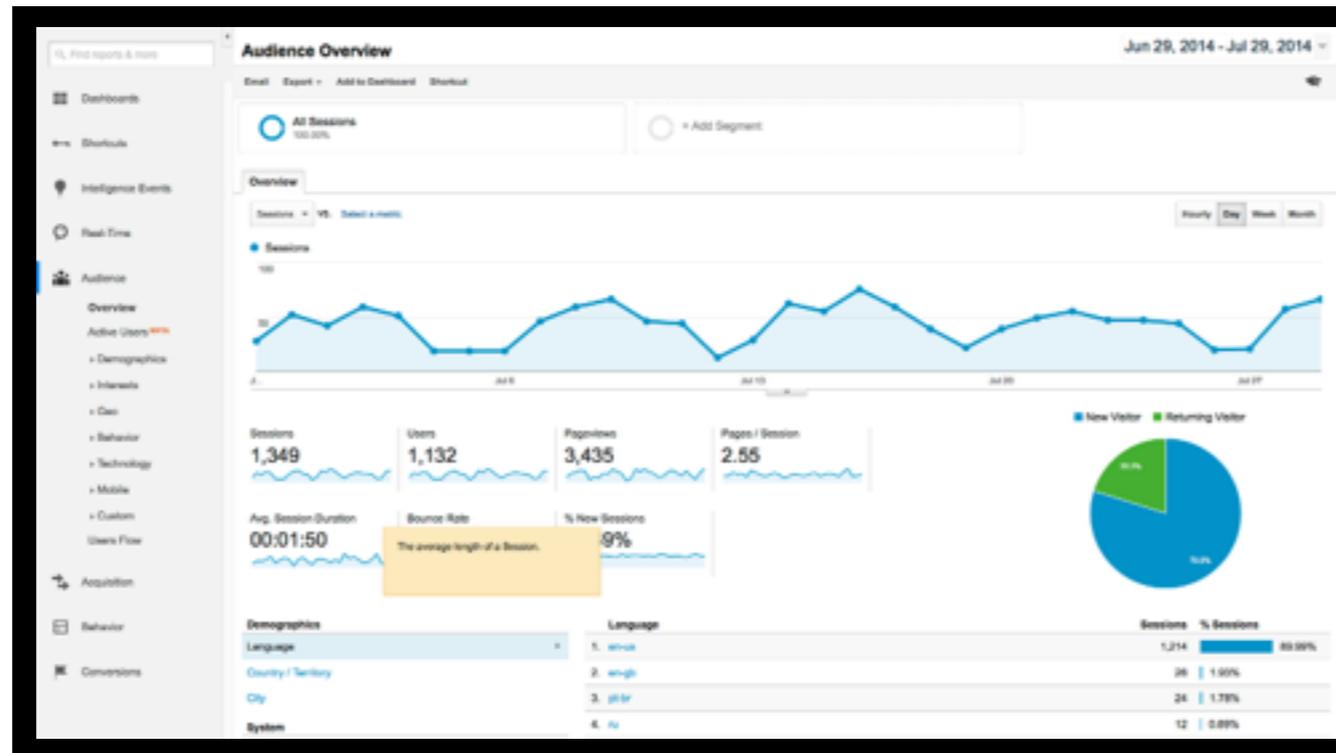
First Place for Youth is an organization that provides support and training for youth transitioning out of the foster care system. They recently redesigned their website with a focus on bringing a older donor base online. They also appeal to younger donors by showing the stories of the youth they work with using the rich photos and videos that they had developed.

After establishing those goals, users, and content of a site you create sitemap of the information and how it will co-exist

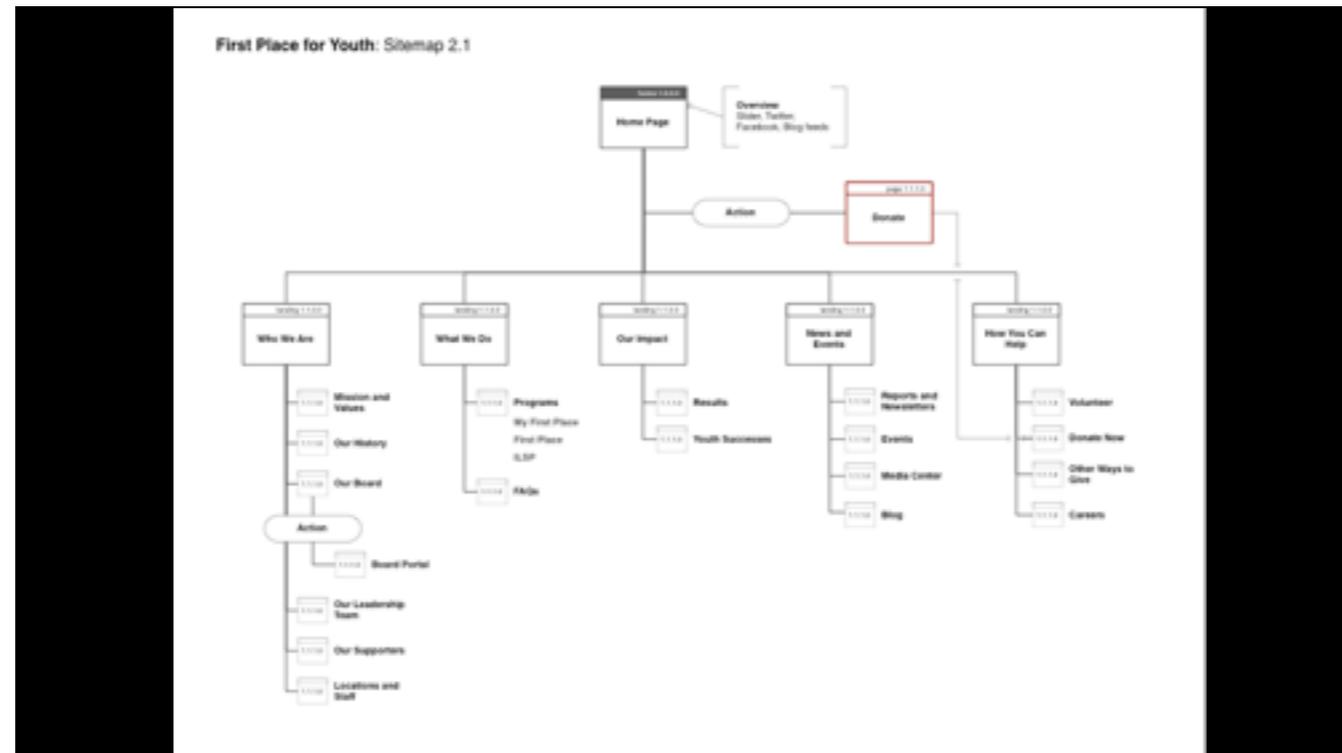
Here you group the content into topic areas and arrange that content to create intuitive pathways for each user group to access.



Laying out that information in a page tree can be a usefully way to see the information and it's relationship and proximity to each other. Looking at in this way can help you see where you want to change and rearrange thing. You want to make sure each of your anticipated users has a pathway to the content you want to show them. You want all your content to be present but you want to keep things streamlined as well. You want funders to see your past work, but you don't need to bog down your site with countless old pdfs of downloadable material that no one ever uses.



Even if you've already got a website this can be an opportunity to reassess, cut down on or combine older content. You can use things like your analytics results to help you see what pages and links are already appealing to your current users and come up with ways to push forward content that you want highlighted more.

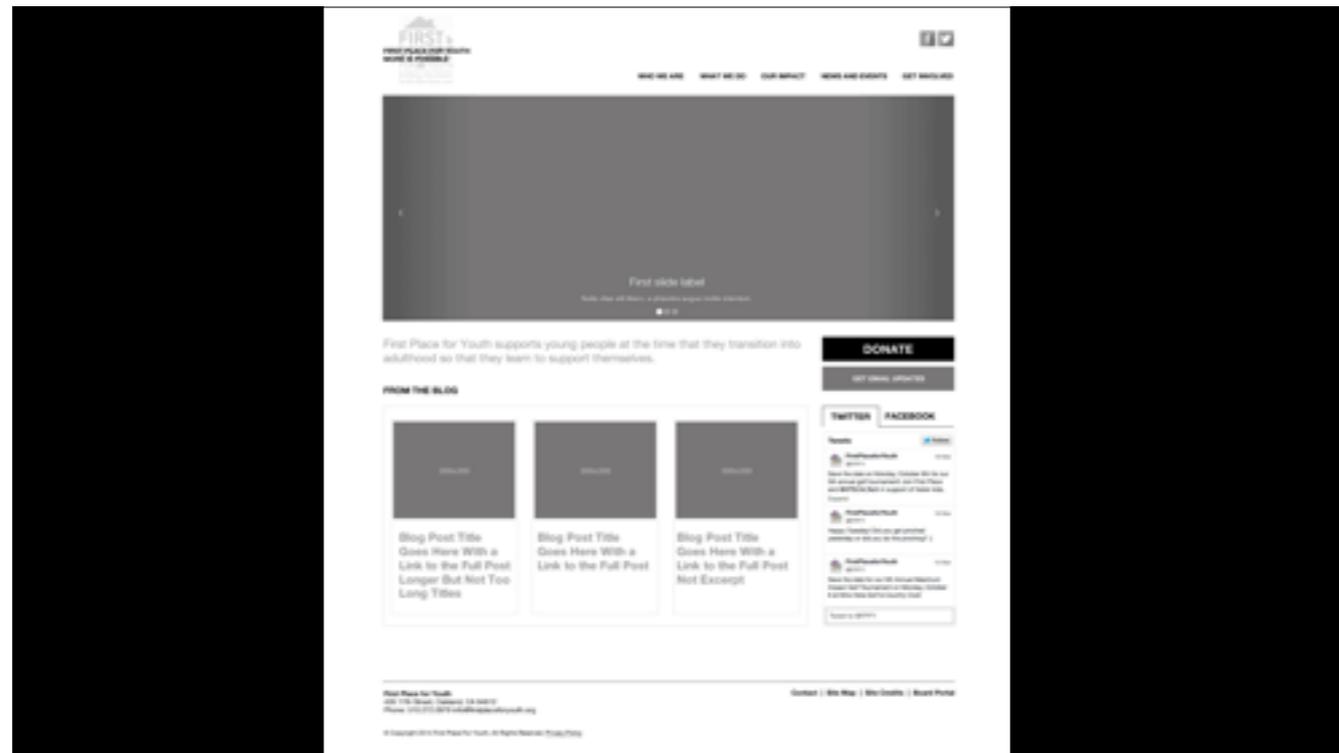


So after looking at everything you come to a final site camp

Getting to this point in the process you've already done a lot of work. You've thought through all the major questions that will effect the functionality and in the end the design of the site. And hopefully you've gotten everyone in the organization who was involved in the decision making process on board and signed off on the final sitemap. Getting buy in at this point can mean that you won't need to tuck on content in ways that confuse your site structure down the line.

Now you can move on to the wireframe and determine how best to position and highlight that content so that is best showcases your work to all your different audiences.

And Often these things will over lap. What's great is that showing how effective your campaigns are and how vibrant your membership is both an inspiration to new members and to funders. Or in this case, young donors and older donors will be interested in the stories of the youth themselves. So your challenge continues to be simply to tell your story.



During the site-mapping process you've determined what your most important content is. Now is the time to make sure your users see it. For first place for youth these were slideshow to showcase some those rich images of the youth involved in their program as well as video and a few places to access deeper information about youth stories and first place for youth's work.



We looked at different arrangements to see what worked best, keeping in mind the goals for the organization and the main user targets for the site.



We support foster kids as they learn to support themselves

FIRST PLACE STORIES

FROM THE BLOG

TWITTER

FACEBOOK



Post Title Goes Here With a Link to the Full Post Not Excerpt

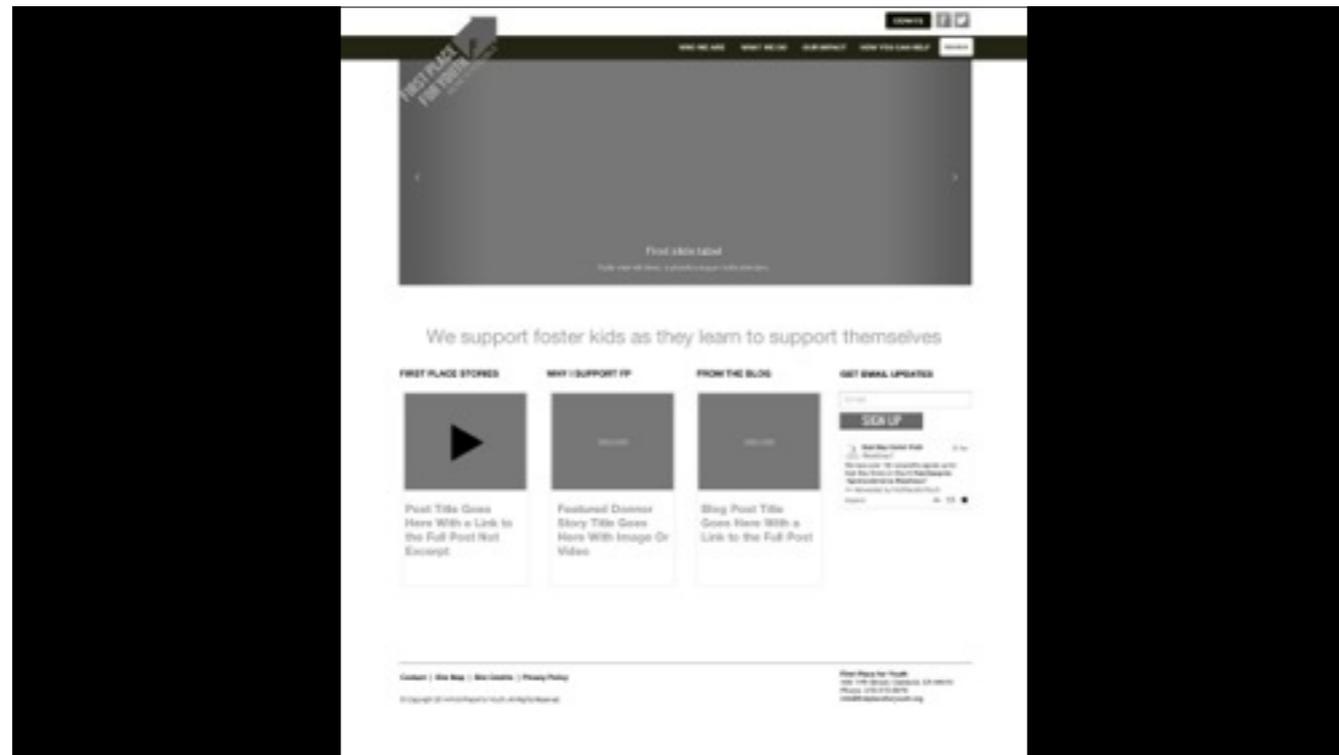


Blog Post Title Goes Here With a Link to the Full Post Longer But Not Too Long Titles

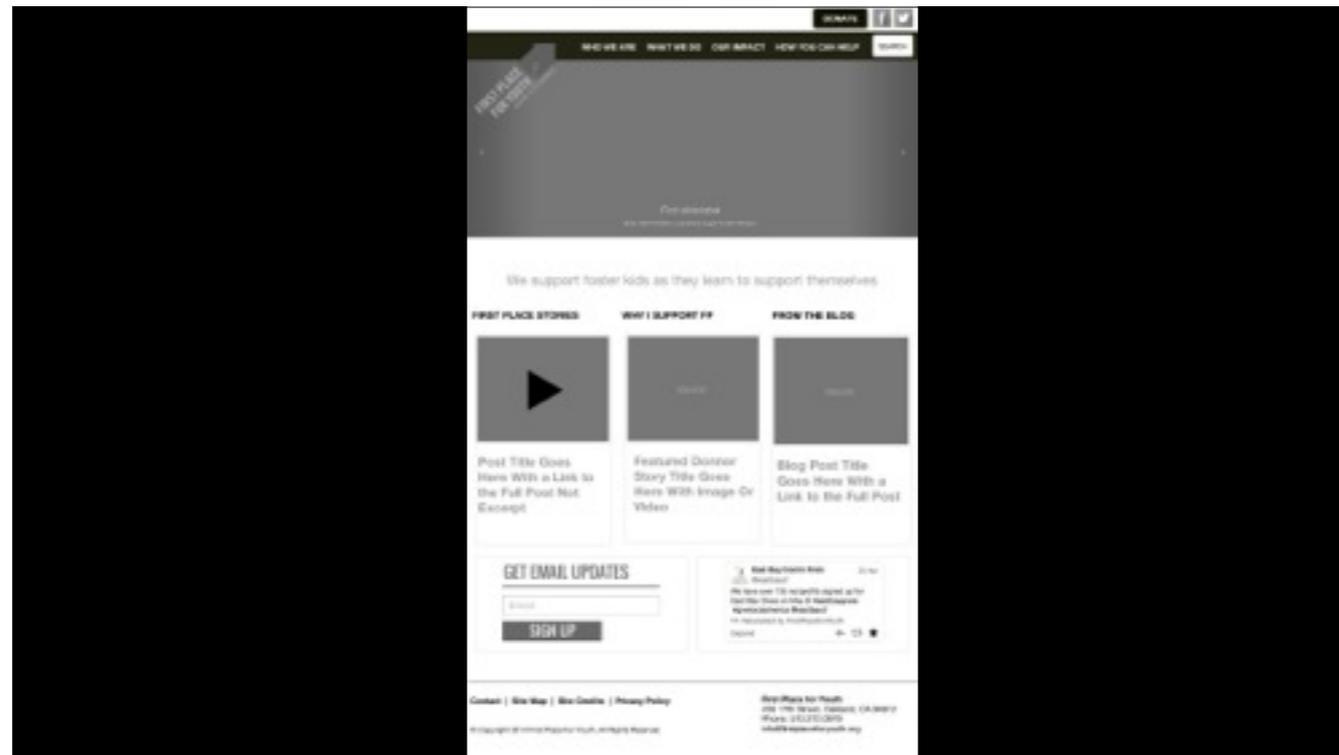


Blog Post Title Goes Here With a Link to the Full Post

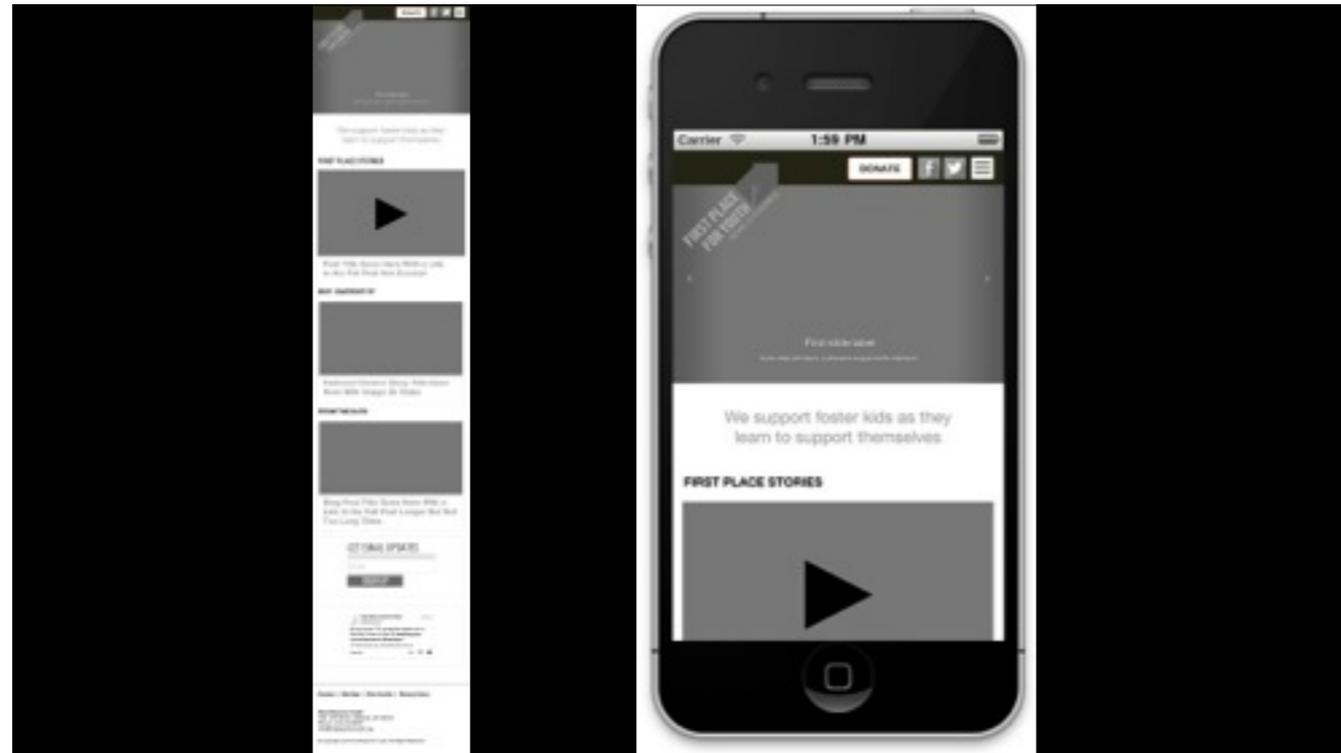
Twitter and Facebook social media sharing options, including a text input field and a share button.



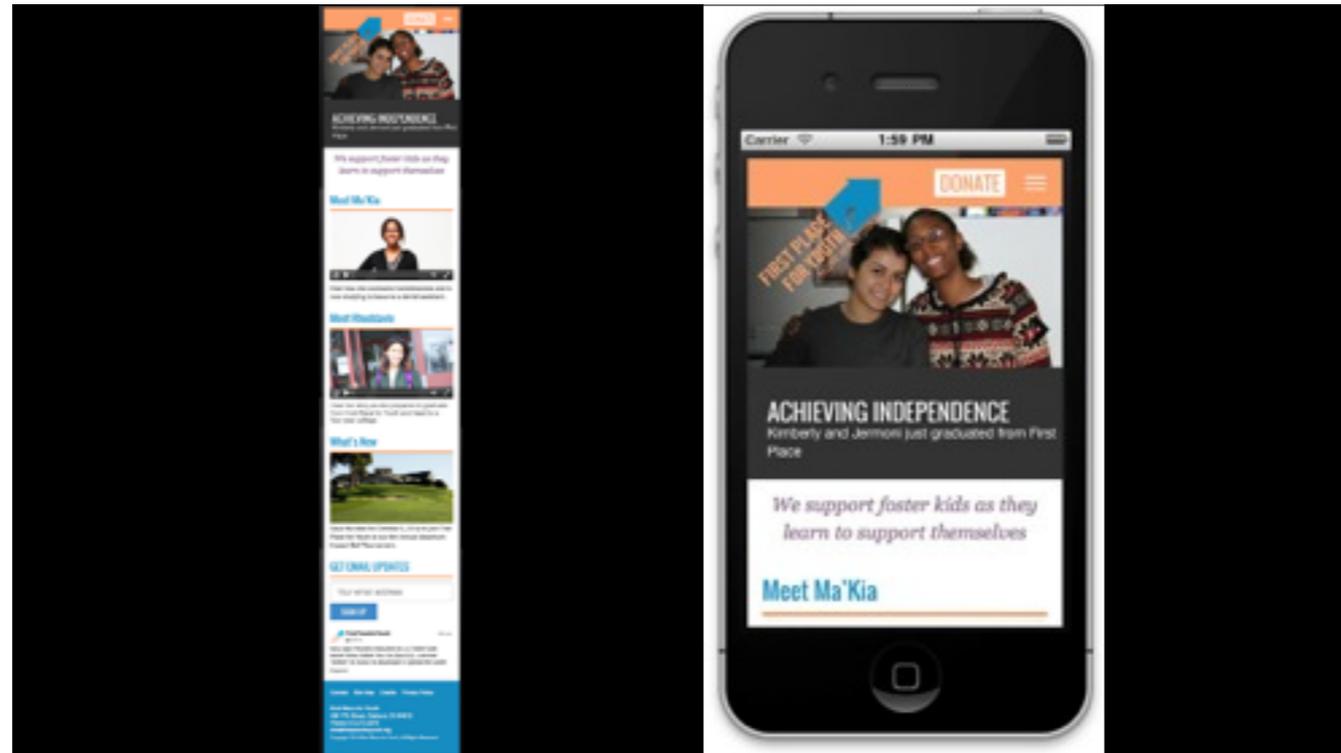
Likewise at end of this process everyone involved in the process has ideally given input and signed off on the final wire frame.



these days that also means looking a wireframes for tablet views.



At this point when you made plans for the walls in your house you can't start thinking about pain colors.



Then we moved on to design, adding the full color versions of logos and creating a design that will extend the identity of the organization consistently across the site.



At the same time as working through the architecture and design of the site over all, there are often specific things you can do with the design of certain functionality that speaks to your user groups. Making this site responsive so that phone users, who might happen to be younger donors have access is one of those things

**PAYMENT INFORMATION**  
**Bold field is required input**

Title

First Name

Last Name

Address

City

State/Province

Zip/Postal Code

Phone

Cell Phone

Email

Re-enter Email

Another in this case is making sure that the type size on the donation form is large enough that it's inviting to older donors who might need a larger size type to be able to see and feel comfortable using the form.

Maintaining the same design feel through out this process so that there are no jarring visual transitions, no moments of "wait am I on the same site?" can also enhance the users comfortability. This form is set up using IATS which is a service that allows for full access to changing and customizing a design.

This is something to keep in mind when designing donation pages for your site. There are lots of different donation platforms out there and it's important that your team and your design team are familiar with the platform before starting the process or leave enough time to get familiar with it.

REFORM IMMIGRATION  
**FOR America** EN ESPAÑOL

ABOUT CAMPAIGNS NEWS

## JOIN THE 1,351,187 ACTIVISTS

FIGHTING FOR COMPREHENSIVE IMMIGRATION REFORM



Email  Name  Zip code  Phone (Optional)  [Join Us](#)

The last thing I wanted to show quickly is the idea of highlighting forms in web design.  
If the goal of your site is to increase your newsletter list



or invite users to take action online or receive action alerts in the future, incorporating those form elements prominently into your architecture and subsequent design can work to highlight a pathway for continued communication with your site visitors is a good way doing that.

The flip side of that may be responsible data collection, which means not asking your users for more data than you need to successfully engage with when and storing that data securely, but I bet there are other sessions that go deeper into that kind of thing this weekend.

does anyone have any questions before we go into the next section?



**Branded fundraising campaign**



NK -  
CJJC sustainer campaign

CJJC \$10 for 10 fights -

We asked supporters and allies to choose a campaign fight that Causa Justa :: Just Cause is up against and to make a commitment to help win these fights by donating \$10 or more a month. Our fights in 2013 included:

- Fight for a voice in elections
- Fight to end secure communities
- Fight for the leadership development of communities of color
- Fight for “Hassle-Free” Housing
- Fight evictions
- Fight for habitable homes
- Fight landlord neglect
- Fight for a voice to end displacement
- Fight for homes for all
- Fight against single room occupancy evictions

We sent supporters who were already sustainers a CJJC shirt and asked for “selfie” photos in their shirt holding up a sign showing a CJJC fight that they are supporting with their donation. We posted these photos on our Flickr, Facebook, and Twitter accounts. We also featured these supporters on our website.



the fundraising strategy used the image on their website donation page, the slide on the front page of their website and across social media.

With the help of supporters, CJJC won these fights:

- CJJC pressured San Francisco Supervisors to pass the Hassle Free Housing Ordinance in San Francisco.
- CJJC with other housing rights organizations won progressive legislation that places a moratorium on further market-rate condominium conversions for 10 years. We are one step closer to stopping rampant evictions.
- CJJC members pressured the San Francisco Board of Supervisors to unanimously pass a resolution severely limiting local law enforcement to collaborate with U.S. Immigration and Customs Enforcement (ICE) to detain and deport immigrants in San Francisco. We are one step closer to ending the Secure Communities program.
- CJJC was part of a statewide coalition that passed the TRUST Act in California which allows counties to opt out of Secure Communities.
- CJJC won a 10% cap on rental increases in Oakland. We are one step closer to ending displacement.



The poster was designed as a homage to 1970s revolutionary posters from Vietnam . This illustration actually is from two CJJC members, building on their message of black and brown unity, across Oakland and SF.



## \$15K in 15 Days Shareables Page



Everyone on our team is excited about this campaign. We will be reaching out to raise \$15K in 15 days.

How can you help?

- Donate to the campaign at [\\$15 K in 15Days](#)
- Spread the word: Share on Facebook, Twitter or email. You can download all of these sharable memes in this dropbox folder: <http://bit.ly/1cahE7e>

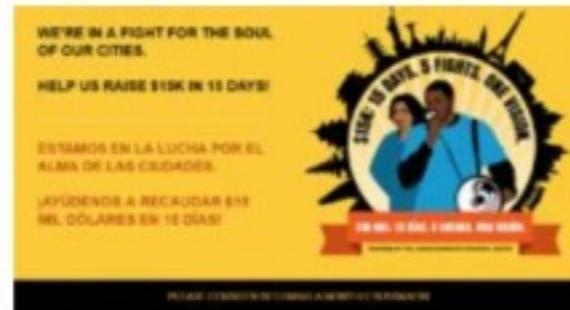
Labor Strategy Center in LA - short term campaign where we designed this image.

Encourage people to share it through their own social media and incorporated it on their website.

This graphic serves the purpose of identifying the campaign.

It's a little bit more than a logo in that it holds more information for a short-term purpose.

**Use these great tools to spread the word about the Fight for the Soul of the Cities. 5 fights One Vision!**



The image was downloadable to share on your own social media pages.

they also gave ideas, sample emails, and Facebook messages that could be tweeted, or posted.

keeps their messaging consistent around their work - helps people who may not know what to say, so it stays true to the campaign.

**WE'RE IN A FIGHT FOR THE SOUL OF OUR CITIES.**

**HELP US RAISE \$15K IN 15 DAYS!**

**ESTAMOS EN LA LUCHA POR EL ALMA DE LAS CIUDADES.**

**¡AYÚDENOS A RECAUDAR \$15 MIL DÓLARES EN 15 DÍAS!**



**PLEASE CONSIDER BECOMING A MONTHLY SUSTAINER!**

Thank you for supporting the Labor/Community Strategy Center.  
Your gift will help us build an independent grassroots left movement *not to soften the edges of our increasingly unforgiving cities, but to transform them altogether.*

**Donation Amount**

- \$ 50.00
- \$ 100.00
- \$ 250.00
- \$ 500.00
- Other Amount

Other Amount

Incorporated onto the actual donation page live for a temporary period of time which looks different from their regular donation page since this was a short urgent fundraising campaign.



**11:15-11:45 - SR**

self-organize into groups of 3 or 4

half hour for group work using handouts

go over the instructions of the handouts

we will you back at 11:45 for report back



11:45  
report back and final Q&A

Evaluations

# RESOURCES

**KNOW LOGO book**

<http://designaction.org/2011/12/know-logo-book/>

**WEBSITE PROCESS**

<http://designaction.org/services/web-services/website-process/>

[aspirationtech.org](http://aspirationtech.org)

[wordpress.org](http://wordpress.org)

[fontquirrel.com](http://fontquirrel.com)