

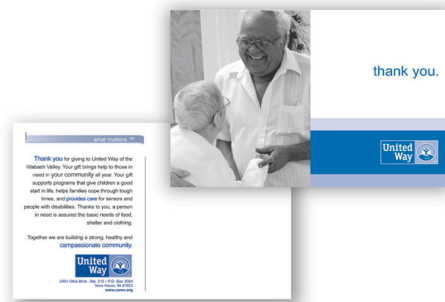
ADVERTISING - STATIONERY PACKAGE

Stationery and forms were designed to support the brand for the overall fundraising campaign.



PUBLIC RELATIONS - WEB SITE

The web site was developed to provide government officials, community stakeholders and residents with valuable information.



ADVERTISING - DIRECT MAIL

Direct mail was used to target potential contributors and program developers and to brand the benefits.



ADVERTISING - OUTDOOR

Outdoor was used to maintain top-of-mind awareness to support the fundraising efforts.

ADVERTISING - PRINT COLLATERAL

Presentation materials were developed to not only enhance the entire brand, but also to create an alternate means of public communications.