

Picture Your Purpose

ad campaign for the Foundation of Arts

Process Book



**“A good advertisement is one
which sells the product without
drawing attention to itself.”**

- David Ogilvy

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The goal of this campaign was to aid the Foundation of Arts in Jonesboro, AR in acquiring more donations. The FOA is a non-profit business that bridges the gap between art and the everyday person.

With non-profit fundraising campaigns, it is never enough to just ask—and often it is the wrong way. I wanted to achieve something that would catch the eye, tug at the heart, and showcase the FOA.

objective





How to Make the Best Print Ad for Your Nonprofit Company

How to Advertise for Nonprofit Organizations



David Ciccarelli
November 29, 2019

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30 Creative Nonprofit Ad Designs

By **Brian** | [March 3, 2013](#)

Finding ad inspiration is easy, but it can be more difficult to find inspiration for nonprofit advertisements. Many popular online ad showcases do not include a "nonprofit" designation for browsing or searching, which means that on those sites you have to sift through seemingly endless pages of for-profit advertisements to find a few good nonprofit ads. Fortunately I stumbled on a few sites such as [Osocio](#), a blog that features "the best of nonprofit advertising and marketing for social causes." It's a great place to start if you're seeking creative inspiration for [nonprofit ad design](#). Case in point: the following 30 creative nonprofit ad designs.

I started by researching common themes within non-profit advertising campaigns. I used Google to guide me to articles that spoke on these kind of advertisements. Through this, I discovered that emotions and a direct call-to-action are the best way to garner support and rally donors.

research

I started with headlines and rough thumbnails to get a sense of a potential layout.

This is where I chose what to move forward with towards the first stage of refining digitally.

ideation

Ideas

- text & images → text forms an image
- textures

<p>SUPPORT MORE than a billion</p>	<p>SET THE BARRE</p>	<p>SUPPORT HAPPINESS</p> <p>and related</p>	<p>A FLAIR FOR PHILANTHROPY</p>	<p>The arts are more than the art</p> <p>to give</p>
<p>With YOU anyone can be an artist</p>	<p>VIRTUOSOS IN GIVING</p>	<p>BECOME A PATRON</p> <p>→ texts</p>	<p>PATRON THE ARTS</p>	<p>Be more than a benefactor</p> <p>↑ person in relation</p>
<p>PAINT THEIR FUTURE</p>	<p>SIDE STAGE TO ENTERTAINMENT</p> <p>theatre stage</p>	<p>AGENCY TO BE CAST AS A PATRON</p> <p>→ casting call what</p>	<p>CASTING CALL TO GIVE</p>	<p>THIS IS YOUR GIVE TODAY</p>
<p>YOUR SUPPORT deserves a custom call</p>	<p>BACK ARTISTRY</p> <p>↳ your FOA</p>	<p>BACK IMAGINATION</p>	<p>Give the gift of culture</p>	<p>Help bring up</p>
<p>Benefits we all feel</p>	<p>GIVING IS RECEIVING</p> <p>adult level</p>	<p>BACK YOUTH</p>	<p>BACK FOA</p>	<p>Participate! Philanthropy</p> <p>↑ showing art</p>

A FLAIR
FOR
GIVING



Supporting the Arts in Northeast Arkansas.

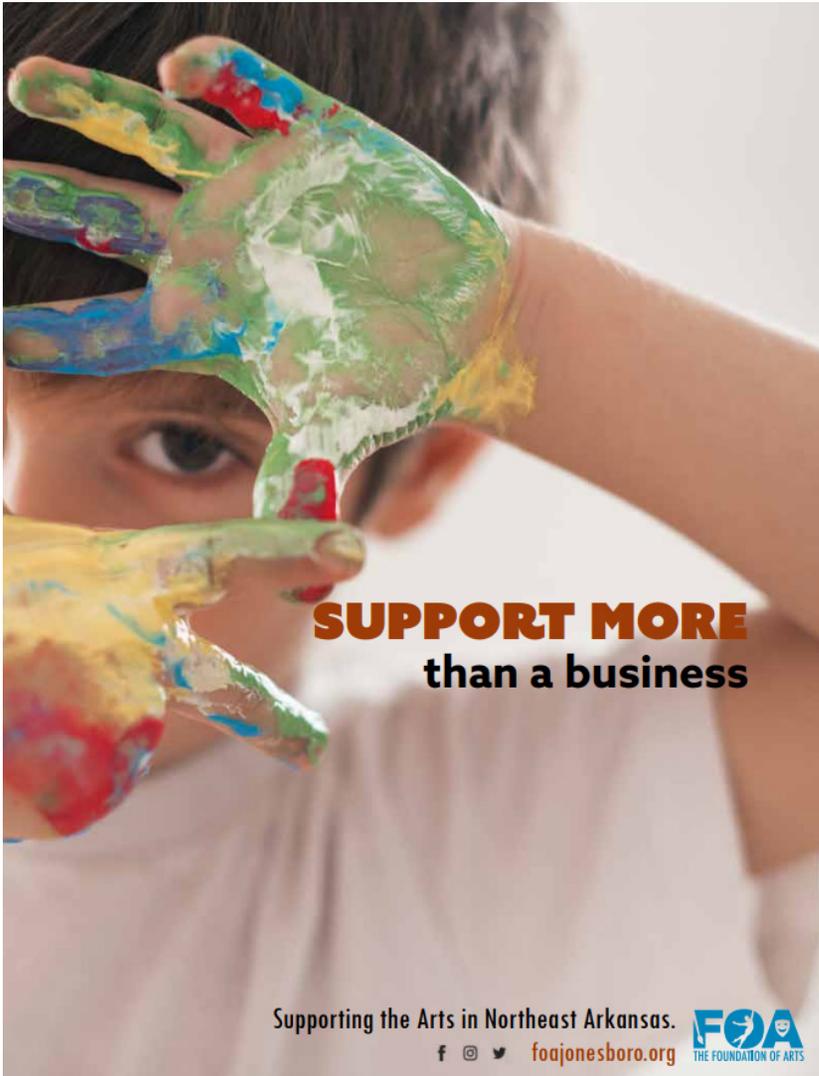


foajonesboro.org



The first round of revising was mostly to see how the thumbnails would work fully rendered. These are essentially “digital sketches,” but still included in revising because they had the potential to form a final version. I took the top four thumbnails and produced them. I used Illustrator and InDesign to create these digital versions.

revising



SUPPORT MORE
than a business

Supporting the Arts in Northeast Arkansas.



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Give the gift of
CULTURE



Supporting the Arts in Northeast Arkansas.



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Supporting the Arts in Northeast Arkansas.



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BACK YOUTH.

BACK ARTISTRY.

BACK COMMUNITY.

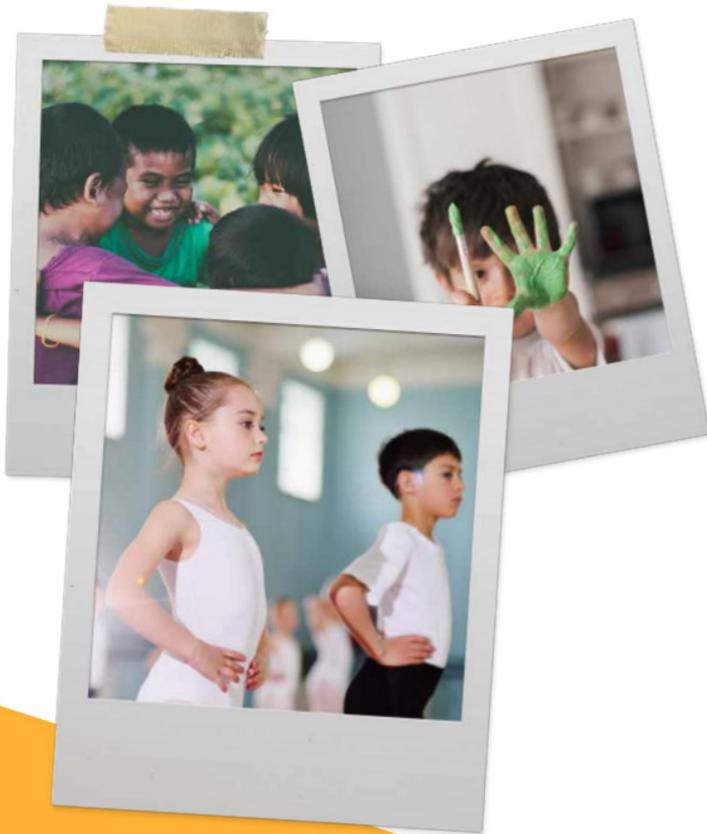
**BACK
THE FOA.**

This final idea would become the basis on what I based the next round of revising. This was a very text-based design, which did not serve the intended purpose and took away from the tagline.

I took the cadence I had created with my repeating headline, then removed "Back the FOA" and decided to go with imagery that showcased what the Foundation of Arts is aiming to represent. I also decided to play with complementary colors within the layouts.

To me, the Polaroids played on the idea of family. I was aiming to recreate the sense of memories—those created and being created. I wanted the viewer to have a picture painted in their mind.

There are three versions.



BACK COMMUNITY.
BACK ARTISTRY.
BACK YOUTH.

SUPPORTING THE ARTS
IN NORTHEAST ARKANSAS.
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SUPPORT IMAGINATION.
SUPPORT CULTURE.
SUPPORT JOY.

SUPPORTING THE ARTS
IN NORTHEAST ARKANSAS.
DONATE HERE: foafoundation.org





FUND OPPORTUNITY.
FUND ENRICHMENT.
FUND CREATIVITY.

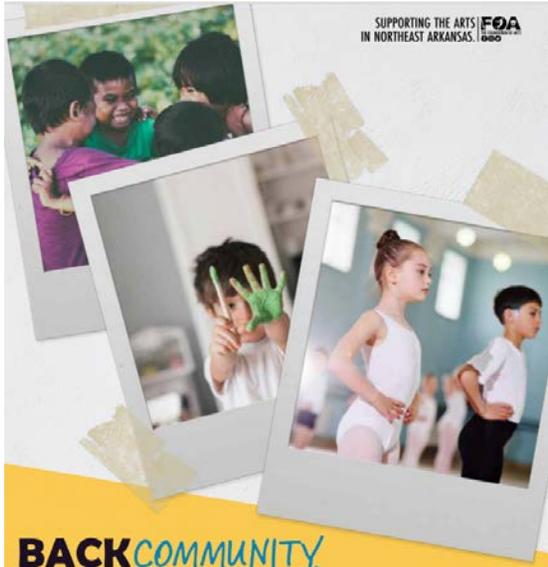
SUPPORTING THE ARTS
IN NORTHEAST ARKANSAS.
DONATE HERE foajonesboro.org



From those, I really began to think about color choices. The previous batch felt too garish and harsh on the eyes. I also transformed the tape to make a softer statement using a Photoshop brush rather than an image graphic.

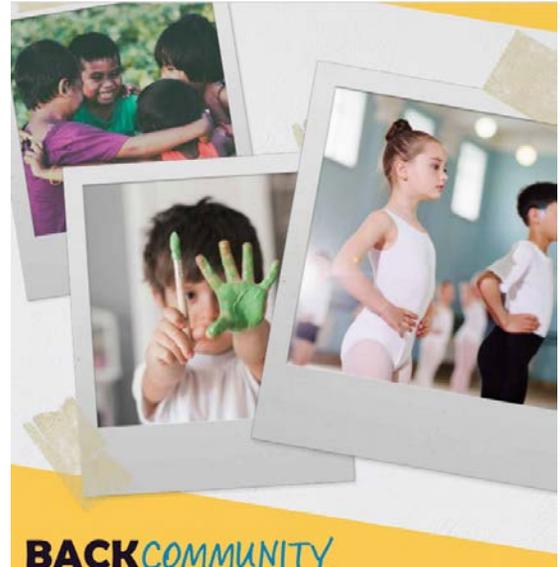
From the last round, I received feedback that the layout was bottom-heavy; therefore I created two versions that played with the FOA logo and tagline in the top and bottom. There was also mention that the previous backgrounds were too blank and empty, so I added background texture and bits of extra color.

SUPPORTING THE ARTS IN NORTHEAST ARKANSAS. **FOA**
THE FOUNDATION OF ARTS



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BACK ARTISTRY.
BACK YOUTH.

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THE FOUNDATION OF ARTS



SUPPORTING THE ARTS
IN NORTHEAST ARKANSAS. **FOA**
THE FOUNDATION OF ARTS



SUPPORT IMAGINATION.
SUPPORT CULTURE.
SUPPORT JOY.

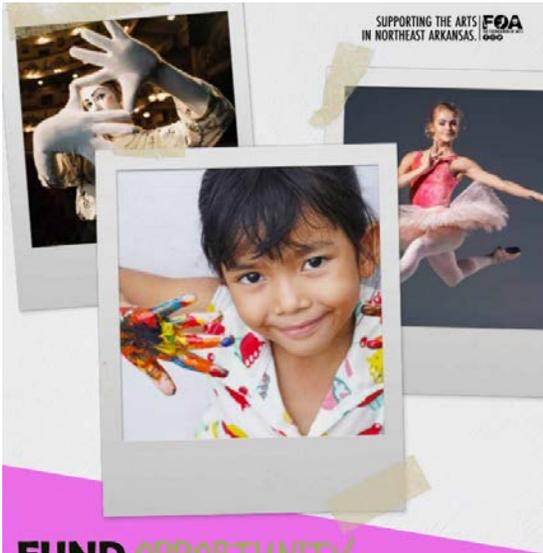
DONATE HERE foajonesboro.org



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IN NORTHEAST ARKANSAS. **FOA**
THE FOUNDATION OF ARTS



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IN NORTHEAST ARKANSAS. **FOA**
1000

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FUND CREATIVITY.

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FUND CREATIVITY.

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SUPPORTING THE ARTS
IN NORTHEAST ARKANSAS. **FOA**
THE FOUNDATION OF ARTS
f @

The final print advertisements for this campaign were simplified by using one color monochromatically per design. This allowed for visual variety, while not overwhelming the eye. The call-to-action was made more prominent, placed in the bottom right corner using the tape to draw the eye. The final imagery plays into the sense of the arts and community, which is what the FOA is about.

Each ad has imagery echoed by the headline and color choices picked from the images to properly complement them.

final



BACK COMMUNITY.
BACK ARTISTRY.
BACK YOUTH.

SUPPORTING THE ARTS
IN NORTHEAST ARKANSAS



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SUPPORT JOY.

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IN NORTHEAST ARKANSAS



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FUND ENRICHMENT.
FUND CREATIVITY.

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BACK COMMUNITY.
BACK ARTISTRY.
BACK YOUTH.

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IN NORTHEAST ARKANSAS



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SUPPORT CULTURE.
SUPPORT JOY.

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FUND ENRICHMENT.
FUND CREATIVITY.

SUPPORTING THE ARTS
IN NORTHEAST ARIZONA



THE FOUNDATION OF ARTS

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This campaign presented a challenge I had not faced before, which was advertising to donors for a non-profit that has no competition monetarily.

The “Picture Your Purpose” campaign was successful, as it portrayed the Foundation of Arts as more than a business. It showed how, as a donor, the target will be more than another benefactor, and are contributing to community, imagination, and opportunities with the FOA.

I wanted future donors to picture their purpose at the FOA, and to see just what they are supporting and feel how far the benefits reach.

conclusion

