<http://www.carecenterholyoke.org/>

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The problem is that:

* The Care Center is having trouble distinguishing themselves to PRIVATE DONORS as a cutting edge organization doing locally based work to address national issues.

Audience:

* Existing & new visitors to the site capable of donating $20-200

Goals

* Tell a story/stories
* Be visual
* Show the breadth of Care Center Programming
* Show donations will be used in innovative/useful ways

IDEAS:

* Two girls (Bad, Good)
* Well-Rounded
* These girls matter
* Better brain and body
* Mean something
* Right to excellence
* Deserving the best
* Breaking Barriers
* Lifting Spirits
* Inspiring young women
* Breaking Barriers - Cultivating Excellence

HEADLINE

QUESTION

Address the problem what its like to be a single mom

Stats about the school, activities that they do

How your contribution matters and where the impact is

Example: What can a Holyoke Mom achieve?

Showcase the problem

STATS

Holyoke has the highest teen birth rate in Mass and been that way for 10 years

41.9% Live below the poverty line compared to 12% state-wide

Holyoke drop out rate 34%

Grad rate for low income 43%

less than 2% get degree by age 30

5 or 6 negative stats (problem statistics)

comparative stats

quantify rowing??

what are the five programs?

statistics to go with it????

layout the barriers, challenges then go on to showcasing

start with a success story

or

tell the story to combine both

use a real story and frame the barriers rather than dry statistics

loss of urgency, define heavy stats, the problems, the stats of how the school is beating the problem and detailed narrative and grow the content

mind, body, community - scary problem stat, how the school fixes it and anecdotal, here is what we do, here is how it matters

one paragraph story about individual

problem school why you need to donate or mind body community

emphasize the story

should avoid organizing it by program idea - Karen O’Connell

provocative copy - Karen

it has a broader impact than just one person - Karen

question stats illustration then stats about the schoool and how they solve the problem etc.

pick 3 problem stats for designers to illustrate

how many blocks and what is going inside them

LIFE IS HARD

THERES SOMETHING MORE TO THE WORLD

SO WHATS THE BIG DEAL?

please give donate to give these girls a chance, an opportunity

consider negative stats above it logo image graphic

dropout rate, graduation rate, teen preg rate, poverty level

stats from the school that answer the above

matriculation,

1. **No One Expects Teen Mothers to Succeed**
2. **How Could They(?); Holyoke Stats**

* Holyoke has highest teen birth rate for ten years running which is five times higher than the state average.
* Less than 2% of teenmoms get college degrees by age 30
* 34% dropout rate for general population of Holyoke students
* 42% Holyoke children under 18 live below the federal poverty guidelines compared to 12% statewide

3.  **The Care Center Beats the Odds.** Care Center students--nearly two-thirds have dropped out of high school by the tenth grade--consistently prove that with adequate support and a groundbreaking curriculum, they exceed expectations:

* Insert GED stat here (i.e. 89% of graduates earn their GED)
* 46 (replace with %) were matriculated in college
* Over XXX of our participants have gone onto graduate from two and four year colleges including Holyoke Community College, UMass, Smith, XXXXX, XXXX and others.
* 25 percent of our graduates earned college credits before leaving The Care Center.

(These stats are from 2009 and need to be updated)

**4. Mind. Body. Community.** We start with the bold assumption that people of means and people in poverty need the same things. As in the best college preparatory schools in the country, we focus on mind, body and community. **.** B~~ut the stats can’t say it all. Or what makes~~ *~~us~~* ~~successful. Our students:~~

* 1. Learn about perseverance and endurance (rowing)
  2. Work together to publish poetry
  3. Art
  4. HumanitiesW

5. Why do we need money? Mission statement in a box

* 1. There are 450-600 teen moms in Holyoke, and we’re only serving 120.
  2. Need for individual donors is made more important with lack of state awards.
  3. CC has flourished despite lack of govt funding. Please give to give the girls a chance
  4. Advisor Process: 35 (replace with %) alumnae were being guided through the college enrollment process