

# PROJECT RETURN

# *Join Us*

**Save Taxes & Support New Beginnings**

*By Elizabeth Peters*

# ***Their Purpose***

- Give men and women coming out of incarceration a new start in the community, especially those who are hopeless, homeless and lost.
- Project Return helps men and women find jobs, residency, reinstating voting rights and all other legal processes wherever the need arises in getting back to their feet.
- Project Return believes in freeing changed incarcerated men and women saves tax payers lots of money, which could rather be invested in finding them work and residency and spending time with their families.

# *Objective*

- Project Return will be working on reuniting men and women coming out incarceration with the families.
- Project Return will be advertising for donations to accomplish their goals in supporting men and women coming out of incarceration in finding jobs and starting a new life.
- Project Return will be emphasizing on letting the public informed about the tax savings in helping men and women coming out of incarceration.
- Public awareness will be done through poster, billboards, broshures, calendar and an interactive website.

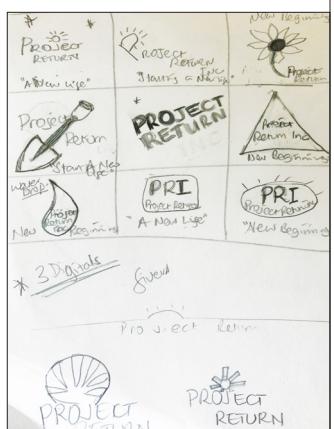
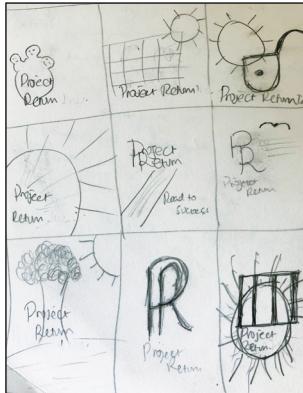
# *Target Audience*

- Project Return's Target audience is between 30s up to 65 years of age.
- Men and women coming out of incarceration need support to get back on their feet and support their families start up families.
- Additionally, target audience includes families left behind, such as spouses and children/or even parents and extended families.

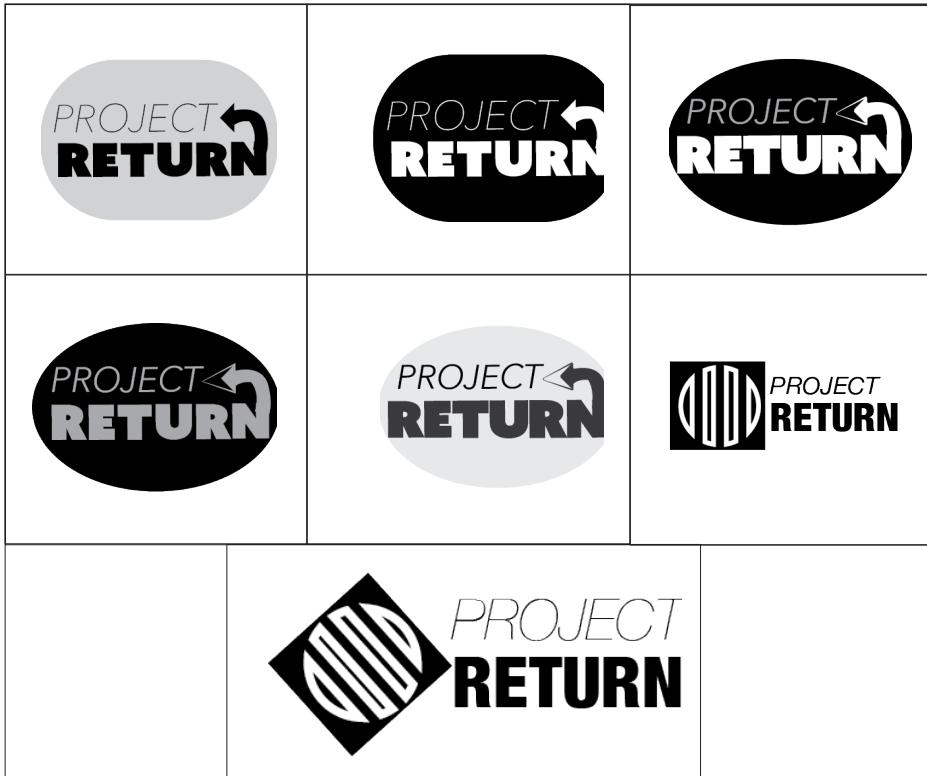
# *Strategy*

- Project Return helps former offenders transition into independence living.
- Project Return assists men and women with housing to avoid homelessness.
- Project Return assists hundreds of men and women yearly with job preparation programs, mentoring, literacy training and direct employment.
- Project Return's employment program offers long-term job security, hence consistent income.
- PROe serves as a temp agency that employs former offenders as they work on building their resume and references as they seek other jobs of their choice.

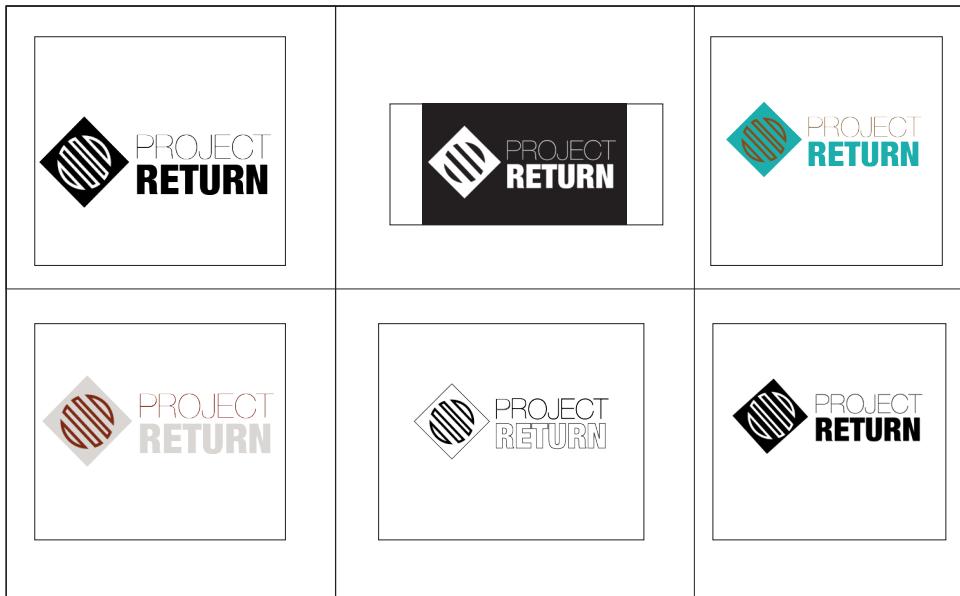
# thumbnails



# *Roughs*



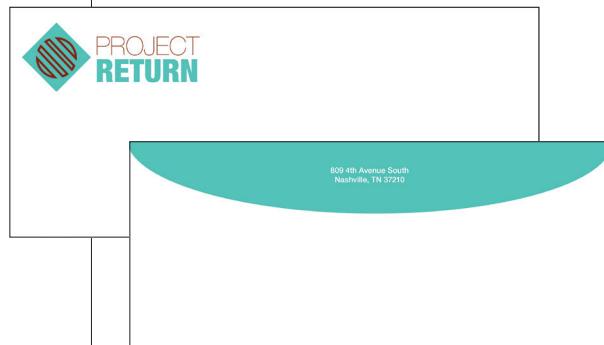
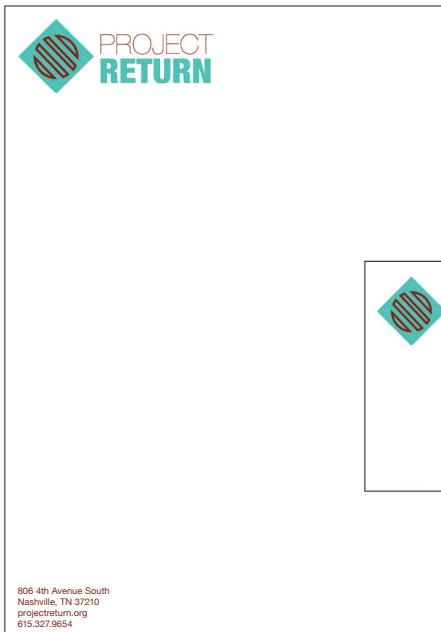
# *Final Logo*



# *Main Logo*



# *Branding Package*



# *Branding Package*

Stationery Mockup



# *Campaign Pieces*

Billboard Flat Art/Billboard Mockups



# *Campaign Pieces*

Billboard Flat Art/Billboard Mockups



# *Campaign Pieces*

Brochure Cover Page

**To Learn More**  
(615) 327-9654  
[projectreturn.org](http://projectreturn.org)  
[elizabethpeters@projectreturn.org](mailto:elizabethpeters@projectreturn.org)

**PROJECT  
RETURN**

**Join Us**  
Save Taxes & Support  
New Beginnings

# Campaign Pieces

## Brochure Page 2

### What Project Return Does

1. Project Return was founded in 1979 by two Nashville.
2. It is a non-faith based organization that helps men and women coming out of incarceration.
3. Helps them find jobs, homes and support them throughout their legal processes.
4. Project Return is undergirded by working hand in hand with entrepreneurs, some of which include Bank of America, HCA Healthcare, CVS Health, Fifth Third Bank, Vanderbilt University and several others.
5. Project Return helps former offenders transition into independent living with their families.
6. Project Return seeks to secure housing for men and women coming out of incarceration.
7. Project Return assists hundreds of men and women yearly with job preparation programs, mentoring, literacy training and direct employment.
8. Project Return's employment program offers long-term job security, a consistent income.



### Project Return Statistics

1. Project Return saved \$2.5M tax payers dollars in 2016, considering the cost of imprisonment.
2. The annual cost of imprisonment in Tennessee is \$27,000 per person.
3. Out of 350 people who came to Project Return, in 2016, 316(90%) got jobs.
4. In 2015, 376 people out of 451 in the Program gained employment. Project Return helps people find not only transitional employment but long-term employment.
5. PROe serves as a temp agency that employs former offenders as they work on building their resume and references as they seek other jobs of their choice.
6. Project Return is undergirded by working hand in hand with entrepreneurs, some of which include Bank of America, HCA Healthcare, CVS Health, Fifth Third Bank, Vanderbilt University and several others.



# *Campaign Pieces*

Calendar Cover Page



# Campaign Pieces

## Calendar Pages



# Campaign Pieces

## Calendar Pages



# *Campaign Pieces*

Poster



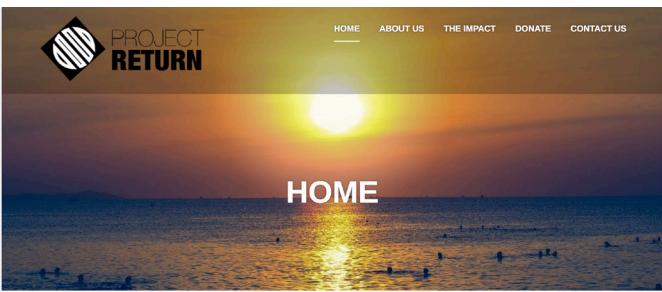
# *Campaign Pieces*

Social Media Post (Facebook)



# *Website*

## Home Page



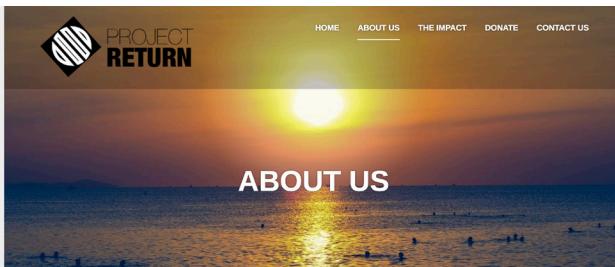
The image shows the homepage of the Project Return website. At the top left is the organization's logo, which consists of a diamond shape containing stylized letters. To the right of the logo is the text "PROJECT RETURN". At the top right, there is a navigation menu with links to "HOME", "ABOUT US", "THE IMPACT", "DONATE", and "CONTACT US". The main visual is a photograph of a sunset over a body of water, with the word "HOME" overlaid in white capital letters. Below this, on the left, is a block of text about the organization, and on the right is a smaller image showing two people, likely a family, playing together in a field.

Welcome to your new site! Project Return is a non for profit, non-faith-based organization which has grown to an expansive, employment-focused agency with an extensive array of supportive services such as assisting hundreds of men and women returning to their communities after incarceration each year with jobs, housing and reinstating their voting rights.



# *Website*

## About Us Page



The screenshot shows the 'ABOUT US' page of the Project Return website. At the top left is the organization's logo, which consists of a diamond shape containing several horizontal lines of varying lengths. To the right of the logo, the word 'PROJECT' is stacked above 'RETURN'. To the right of the logo is a horizontal navigation bar with links: HOME, ABOUT US (which is underlined), THE IMPACT, DONATE, and CONTACT US. The main content area features a large, scenic photograph of a sunset over a body of water. Overlaid on this image is the word 'ABOUT US' in a large, white, sans-serif font. Below the image, there is a block of text describing the organization's mission and a small photograph of two construction workers at a site.

Project Return gives men and women coming out of incarceration a new start in their communities, especially those who are hopeless, homeless and lost. It helps them find jobs, residency, reinstating their voting rights and all other legal processes wherever the need arises in getting back to their feet. Project Return believes in freeing changed incarcerated men and women, hence saving tax payers lots of money, which could rather be invested in finding them lucrative jobs, residency and spending time with their families.



A small photograph showing two construction workers in hard hats and safety vests standing on a concrete surface. One worker is leaning over, possibly working on something on the ground. In the background, there are wooden structures and other workers in the distance.

# *Website*

## The Impact Page

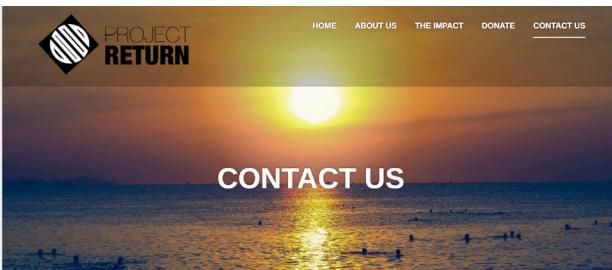
The screenshot shows the Project Return website's "THE IMPACT" page. At the top, there is a navigation bar with links: HOME, ABOUT US, THE IMPACT (which is underlined), DONATE, and CONTACT US. To the left of the main content area is the Project Return logo, which consists of a diamond shape with horizontal stripes and the text "PROJECT RETURN". The main content area features a large photograph of a sunset over a body of water with people in the distance. Overlaid on the photo is the word "THE IMPACT" in white capital letters. Below the photograph, there is a text block and a smaller image of two people in a professional setting.

The dual metrics – and hallmarks – of our services are high job acquisition and low recidivism. A job is the key that opens the door to a new life. 8 out of 10 of our participants find employment. In fact, of 250 people who came to Project Return in 2015, 315 (90%) got jobs. This is the opposite of the norm, in which up to 70% of people are unemployed for their first year after incarceration.

**Project Return works:**  
Within the national median rate between around 20% and around 40% in Tennessee, the rate for

# *Website*

## Contact Us Page

A screenshot of a website contact page for "PROJECT RETURN". The header features a logo with a stylized diamond shape containing horizontal lines, followed by the text "PROJECT RETURN". A navigation menu with links to "HOME", "ABOUT US", "THE IMPACT", "DONATE", and "CONTACT US" is visible. Below the header is a large, scenic photograph of a sunset over a body of water with people swimming. Overlaid on the center of the photo is the word "CONTACT US" in large, white, uppercase letters. The main content area contains text and form fields.

This is a contact page with some basic contact information and a contact form

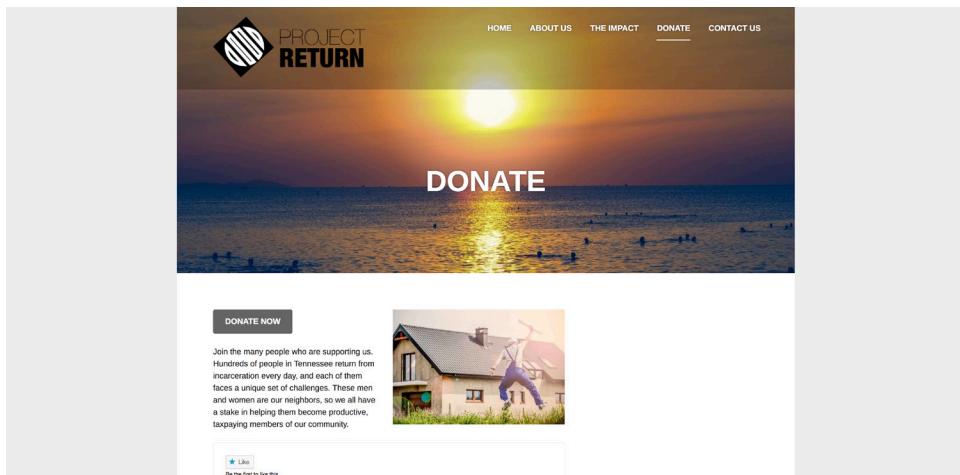
Name (required)  
elizabethpeter

Email (required)  
betterse40@gmail.com

Comment (required)

# *Website*

## Donate Page



The image shows a screenshot of the Project Return website. At the top left is the logo, which consists of a diamond shape containing a stylized 'R' or wave pattern. To the right of the logo is the word "PROJECT" stacked above "RETURN". At the top right are navigation links: HOME, ABOUT US, THE IMPACT, DONATE (which is underlined), and CONTACT US. Below the header is a large, scenic photograph of a sunset over a body of water with people in the distance. Overlaid on this image is a large, bold, white "DONATE" button. At the bottom left of the page is a dark rectangular button with the words "DONATE NOW" in white. To the right of this button is a small image of a person working on a house roof. At the very bottom of the page is a social media sharing section with a "Like" button and the text "Be the first to like this."

# *Website*

## Donation Page

Join the many people who are supporting us.

[Donate Now](#)

People like Jurrell Casey, defensive end for the Tennessee Titans, and his wife Ryann, who explain in this video why they support Project Return.



Hundreds of people in Tennessee return from incarceration every day, and each of them faces a unique set of challenges. These men and women are our neighbors, so we all have a stake in helping them become productive, taxpaying members of our community.

You too can give the gift of a new beginning.

Want to end mass incarceration? So do we! Support Project Return, and participate in the growing movement to end mass incarceration and the stigmatization of people returning to society from incarceration.

# *Website*

## Donation Amount Page

 Project Return, Inc.

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Please enter the amount you wish to pay:

Amount  
 USD

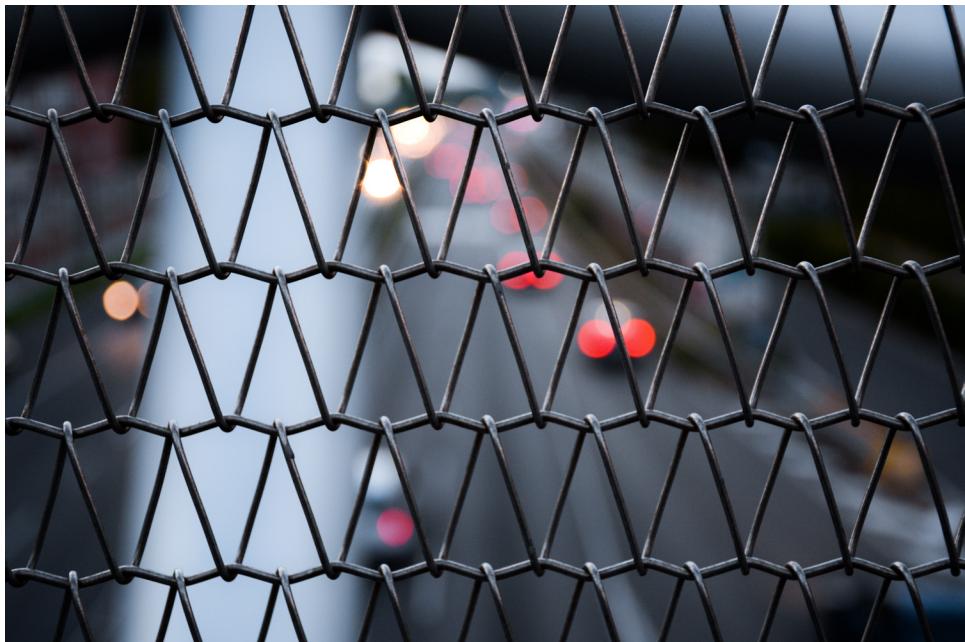
[Return to Project Return, Inc.](#)

Your private information is secured using SSL (Secure Sockets Layer), the leading security protocol on the Internet. Information is encrypted and exchanged with an https server.

We respect your privacy. We will pass your name, address or e-mail address on only to the merchant.

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Secure Payment provided by [First Data Corp.](#)



*[projecttreturn.wordpress.com](http://projecttreturn.wordpress.com)*