

# PROJECT STATEMENT

TRUDINH

## CENTRAL ASIA INSTITUTE NEWSLETTER PROPOSAL

### CLIENT

#### Central Asia Institute

Central Asia Institute is an international non-profit organization, co-founded by Greg Mortenson and Jean Hoerni in 1996. The organization is based in Bozeman, Montana and works to promote and support community-based education throughout Central Asia, primarily in Pakistan and Afghanistan, by building schools, supporting teacher-training programs, and funding school scholarships.

### TARGET AUDIENCE

My targeted audience for this Newsletter is going to be the retired CEO. Their wealth, time availability, life experience, and connection, makes them the perfect audience to target for the Central Asia Institute newsletter, "Unlocking Potential". The newsletter will use colors and images as the main element to attract the audience attention and get them involved in our cause.

### PERSPECTIVE OF THE CLIENT

Get new donor

Keep investor engaging in the cause

Keep investor informed

### SOLUTION

The two dominate colors I decided to utilize is blue and orange. The plan is to use blue to represent the organization with a strong sense of trust, letting the retired CEO know that their money is going toward a good cause. Orange represents high energy, passionate, and fun, letting them know that the people at the CAI are high spirited, energized, and passionate people who are here to help unlock the potential of the children in Central Asia. The images that I have selected are images of classes currently in session and the school being build. With the combination of colors and images and with the support of the selected fonts, this newsletter will surely succeed with the targeted audience.

### COLLATERAL

Newsletter: 7.5 x 10 inches (spread: 15 x 10 inches)