

Nonprofit Organization Collaborative Writing Project

Working in assigned teams complete the following project.

As a team, you will be assigned an United Way not-for-profit agency to research and work with as a “communication consulting team.” Your team has been hired to enhance the nonprofit’s image and solicit new funding. To accomplish these tasks, your team will need to visit the agency at least once. Your assignments are as follows:

Part 1: Letterhead: Create a new logo and letterhead for the nonprofit with a logo to be used to complete parts two, three, and four of this project. Develop the letterhead and on the letterhead, print the nonprofit’s mission statement, brief history, and demographics, i.e. name, address, nature of service to their community, number of staff locally. Include any information that will educate me and others about the nonprofit. Also, include other information as needed to complete parts two through four. To complete this assignment, you may need to research mission statements and write one for the nonprofit if none exists. **Final product must meet business standards in design and accuracy.** **DUE:**

Part 2: Brochure: Design and develop a brochure that promotes at least one aspect of your nonprofit to the community. For example, a brochure might advertise and promote participation in the nonprofits volunteer activities, solicit funding and/or other resources; and/or highlight the service areas and who is served by the nonprofit, training and educational opportunities the nonprofit offers in the community. **Final product must meet business standards in design and quality.** **DUE:**

Part 3: Newsletter: Design and create a newsletter for the nonprofit that contains articles on the following topics: announcement of a new nonprofit service, profile the nonprofit’s local leadership; list how the community is being served and accomplishments of the past year; contact information; announcement of a special nonprofit activity, i.e. social, sports event, etc.; and one article topic of your choice related to the nonprofit. Include at least one picture, one clipart, and one graph or chart. **Final newsletter must meet business standards of design and quality.** **DUE:**

Part 4: Persuasive Letter: Write a persuasive letter soliciting support for your nonprofit. The support could be technological expertise, training, volunteering, or financing opportunities from businesses and/or citizens of the community. **Final persuasive letter must meet business standards** **DUE:**

NOTE: This assignment is purposely abstract, however, I am here as a resource so ask questions if necessary. Also, there are many resources/templates for brochures and newsletter on the internet as well as Microsoft Publisher. As a team, you are to use your creativity, thinking, and communicating skills to complete this project. Permission must be given or appropriate documentation provided to include a reprint of an article from another source.

A business person will evaluate this project so bring two copies of each item when due.