

# NONPROFIT IDENTITY & PROMOTION

Below is a list of different items I have been asked to design for nonprofit organizations. Which of these items do you need to promote your organization and mission?

- Stationery Systems  
Letterhead, envelopes, business cards, mailing labels, and more.
- Capability Brochure  
An all-purpose brochure to describe who you are and what you do.
- Program Brochures  
Brochures tailored for specific programs and audiences.
- Annual Report  
With or without financials, but definitely listing donors.
- Newsletters  
Keep in touch with your donors and constituents, without the hard sell.
- Web Site  
The easiest and cheapest way to put your message out in the world.
- Direct Mail Solicitations  
The postman's burden, and an ever-popular fundraising method.
- Holiday Cards  
Often combined with a solicitation, but nicer if it's not.
- Apparel & Gifts  
T-shirts, baseball caps, tote bags, magnets... for donors, staff and clients.
- Information or Press Kits  
Fact sheets, reprints of press clips, a folder to hold everything.
- Forms  
Grant applications, questionnaires et al. are all clearer when designed well.
- Booklets  
Volunteer manuals, client handbooks, research reports, and more.

GRAPHIC DESIGN FOR  
NONPROFIT ORGANIZATIONS  
AND SMALL BUSINESS

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