

CASE STUDY

CENTRAL ASIA INSTITUTE
NEWSLETTER PROPOSAL

CREATIVE BRIEF

UNLOCKING POTENTIAL

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 involve in our cause.

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.

PERSPECTIVE OF THE CLIENT

Get new donor

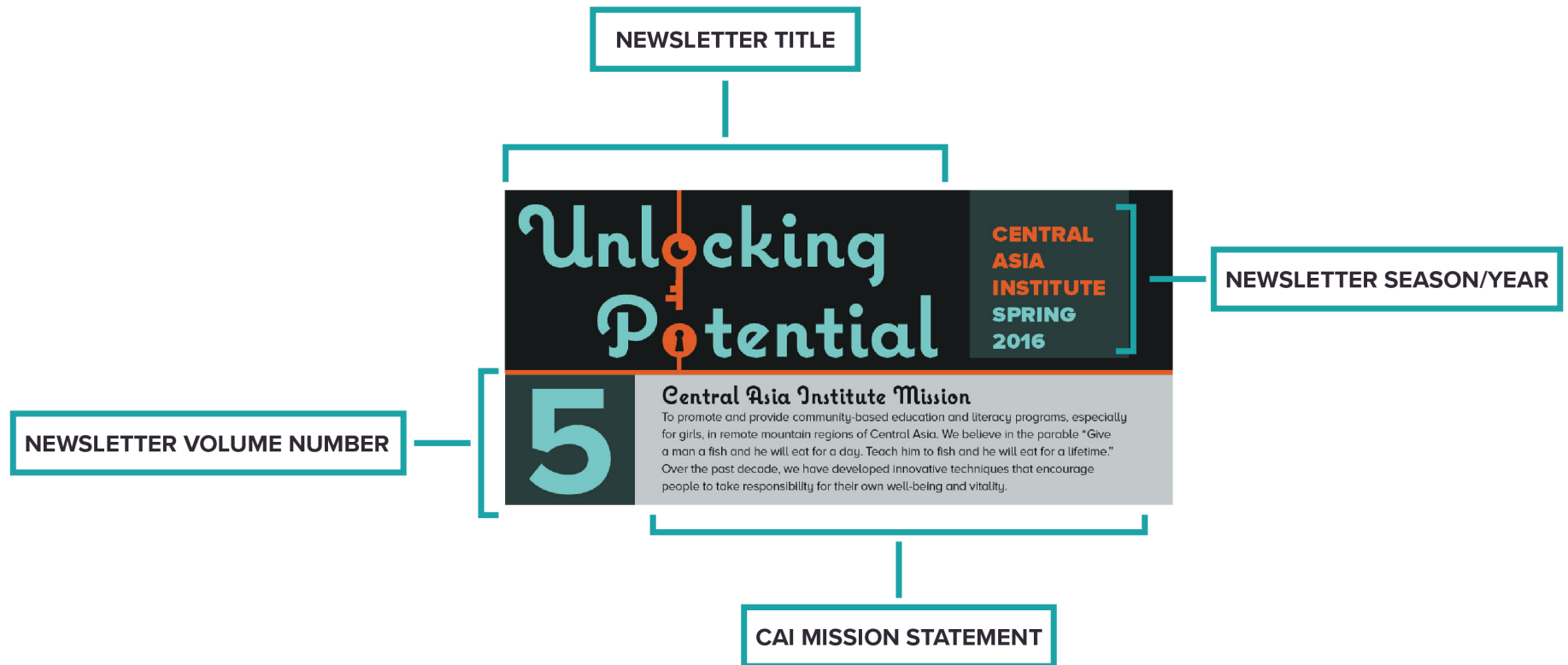
Keep investor engaging in the cause

Keep investor informed

COLLATERAL

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

MASTHEAD

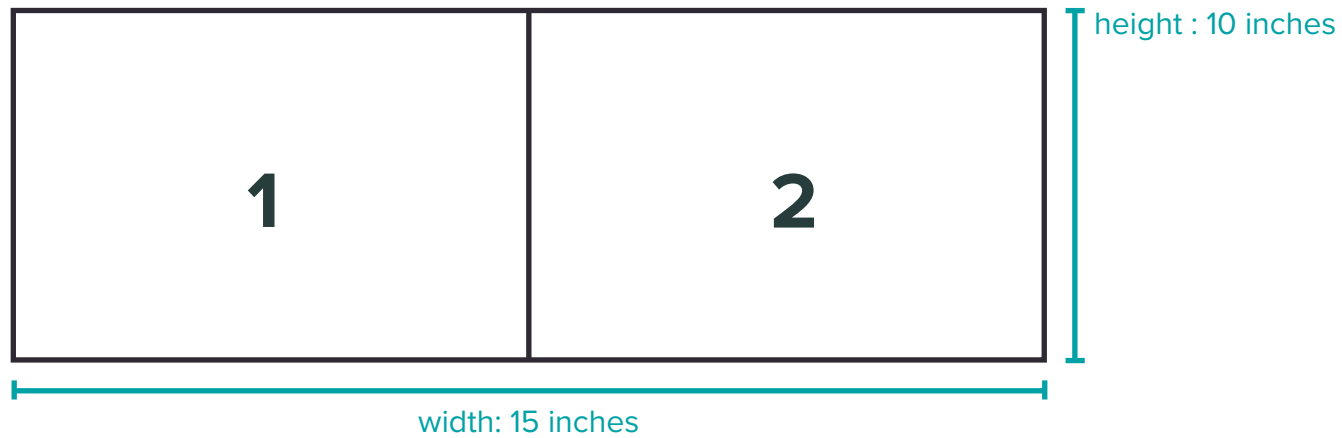


IMAGES



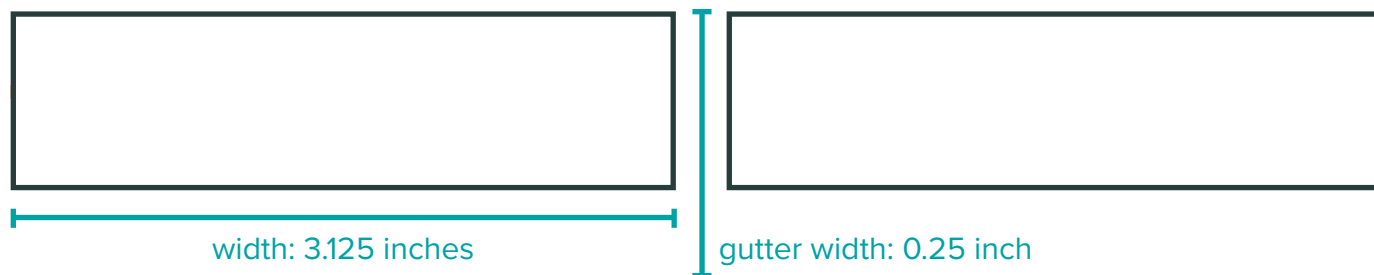
STYLE GUIDE

DOCUMENT SIZE



PAGE LAYOUT

2 Columns layout



STYLE GUIDE

PULL QUOTE STYLE



“You can drop bombs, you can build roads,
but if you don’t educate girls, the society is not
going to change.”

— Greg Mortenson

IMAGE STYLE



BODY COPY

Coquette

Regular 10pt

Leading 14pt

RGB (39,61,59)

CMYK (80,56,64,52)

CREDIT

Proxima Nova

Bold 10pt

Leading 14pt

RGB (39,61,59)

CMYK (80,56,64,52)

GRAPHIC ELEMENT

Key Symbol

RGB (255,255,255)

CMYK (0,0,0,0)

Width: 0.3789 inch

Height: 0.8559 inch

Background

RGB (118,198,197)

CMYK (23,2,4,0)

BORDER

3.5pt Solid Border

RGB (39,61,59)

CMYK (80,56,64,52)



STYLE GUIDE

PARAGRAPH STYLE

People

Community Partnerships

Each Central Asia Institute project is locally initiated and involves community participation. A committee of elders guides each project. Before a project starts, the community matches project funds with equal amounts of local resources and labor. This commitment ensures the project's viability and long-term success.

I 0.0625 inch spacing above

HEADING

Coquette
Regular 20pt
RGB (224,92,37)
CMYK (7,38,100,1)

SUBHEADING

Proxima Nova
Extra Bold 12pt
RGB (39,61,59)
CMYK (80,56,64,52)

BODY COPY

Proxima Nova
Regular 10pt
Leading 14pt
RGB (39,61,59)
CMYK (80,56,64,52)

STYLE GUIDE

LIST STYLE

Education in Pakistan

- 58 schools fully or partially supported
- 520+ teachers fully or partially supported

SUBHEADING	LIST ITEM	GRAPHIC ELEMENT
Proxima Nova	Proxima Nova	Bullet Point
Bold Italic 10pt	Regular 9pt	Height : 0.072 Inch
RGB (39,61,59)	Leading 14pt	Width : 0.072 Inch
CMYK (80,56,64,52)	RGB (39,61,59)	RGB (118,198,197)
	CMYK (80,56,64,52)	CMYK (23,2,4,0)



CENTRAL ASIA INSTITUTE
SPRING 2016

Unlocking Potential

5 **Central Asia Institute Mission**


To promote and provide community-based education and literacy programs, especially for girls, in remote mountain regions of Central Asia. We believe in the power of education to move a fish and we will not be a fish. Teachers to fish and we will not be a fish. Over the last decade, we have developed innovative techniques that encourage people to take responsibility for their own well-being and ability.

Place
Remote, Underserved Mountain Communities

Islamic faith, which occurs among family unity and community spirit.

People
Community Partnerships

Each Central Asia Institute project is locally initiated and involves community participation. A committee of elders guides each project. Before a project starts, the community matches project funds with equal amounts of local resources and labor. The commitment ensures the project's viability and long-term success. Local NGOs (nongovernmental organizations) and village committees are selected for their dedication, reliability, and opportunity to facilitate our community partnerships. We take great care to cooperate with the various governmental, political, and religious groups of the complex region. We meet this cross-cultural challenge without affiliation with any particular group.



Central Asia Institute community projects are in remote mountain villages of northern Pakistan, Afghanistan, Kyrgyzstan, and the republics of Mongolia. The terrain varies from the highest concentration of high peaks in the world to miles of high desert plateau. Most of our community-based projects are in the Karakoram range of Pakistan and the Hindu and Hindu Kush mountains of Afghanistan. Very few organizations serve the remote areas where we work.

The peoples and cultures of Central Asia are as varied and diverse as the landscapes, branding to create a tapestry of customs, languages, and cultures that have flourished for thousands of years. The commonality of these proud peoples is their



Projects Overseas

The Central Asia Institute supports community-based education programs in remote mountain regions of Central Asia. Each project involves local people in all phases of the project: planning, implementation, and evaluation. A committee of elders and experts guides each project. By 2007, this cooperative effort had produced the following resources:

<ul style="list-style-type: none"> • 58 schools fully or partially supported • 520+ teachers fully or partially supported • School library projects • 824 graduates of PAFER "Training Program" • Teacher training workshops • 24,000 current students, including 14,300 girls supported 	<ul style="list-style-type: none"> • 14 women's vocational centers • Women's NGO trainees and training • Infant and caregiver training • Basic Women's Vocational Fund • Women's health care workshops • Eye technician scholarships
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Public Health and Conservation

- 241 public water projects
- Water filtration systems
- 3,000+ cataract eye surgery patients
- Sanitation and latrine projects
- Rural health care clinics

Women's Education

"The most necessary gift is to read. This allows weak people educated, become workers, all reach the way to the road."

— Greg Mortenson

Consider the word "girl." We know about that word in one context — a violent quest. But the word has other meanings including other projects. Before beginning a project, you seek permission from your mother, Mortenson said. If she is educated, she's less likely to give approval for a violent mission. Those

Central Asia Institute Recent Talks
Seattle, Washington, 2007

A spokeswoman in Seattle last week. Evergreening Greg Mortenson went people best of us listen to his subtle message about how to change the world.

A man aged 30 or 35, the lines around his face were deep. He had a beard and a mustache. He was sitting on the floor listening to the talk from the hallway. Hundreds of people were turned away.

What is this message that we're so ready to hear? It's the attitude to the wage of war.

Think about the way we fight terrorists. We are of war, and we fear what the best guys will do. Fear is the key word.

But there's an alternative. "If you promote peace, that's based on hope," Mortenson said in his talk. "The real enemy is ignorance, because it's based on hatred."

Mortenson's promise comes from an Afghan proverb: "If you educate a boy, you ensure an individual, but if you educate a girl, you ensure a community."

When a boy goes to school, it's covered by the state. He will go on to work. But a girl might be a girl. She might be a woman. She might be a mother. She might be a leader.

By contrast, the schooling of Afghanistan is the most exciting news "you've never read," said Mortenson. When the Taliban was in power, only 800,000 girls went to school. Today more than 5 million children go to school — and 1.8 million are girls. That's where we should be putting our money.

The people who stand in line to hear Mortenson already know this. We are a nation of generous people. We could make this world better by doubling our efforts to build schools. We even know where to put the money. Spend a few billion less on war

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"The real enemy is ignorance, and ignorance breeds hatred."
 — Greg Mortenson

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who thinks education is the only way to change the world. Mortenson said: "But none of their mothers were educated."

There is an urgent need to do more and to build more schools. There are 145 million children without education, and the numbers are going up because of slowing gender discrimination, violence, and armed governments. It costs only \$1 per month per child to change that, roughly \$6-\$8 billion per year.

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Unlocking Potential

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Place

**Remote, Underserved Mountain
Communities**



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Islamic faith, which accents strong family unity and community spirit.

People

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Central Asia Institute Recent Talks

Seattle, Washington, 2007

A phenomenon hit Seattle last week. Everywhere Greg Mortenson went, people lined up to listen to his simple message about how to change the world.

A week ago at Town Hall, the lines started forming two hours before the event. It was the same at Beacon Hill, Green Lake, and Bainbridge Island. Every seat was filled, while more people squeezed into every available space, sitting on the floor or listening to the talk from the hallway. Hundreds of people were turned away.

What is this message that we're so ready to hear? It's the antidote to the ways of war.

Think about the way we fight terrorism. We are at war, and we fear what the bad guys will do. Fear is the key word.

But there's an alternative. "If you promote peace, that's based on hope," Mortenson said in his talk. "The real enemy is ignorance, because it's based on hatred."

Mortenson's premise comes from an African proverb: "If you educate a boy, you educate an

individual, but if you educate a girl, you educate a community."

When a boy goes to school, it's assumed he will leave his village and work. But a girl stays. She grows into a woman, bears healthier children, and encourages them to be educated.

Consider the word "jihad." We know about that word in one context — a violent quest. But the word has other meanings reflecting other pursuits. Before beginning a jihad, you ask permission from your mother, Mortenson said. If she is educated, she's less likely to give approval for a violent mission. Those

who dismiss education say that many of the 9/11 hijackers were educated — and that's true, Mortenson said. "But none of their mothers were educated."



There is an urgent need to do more and to build more schools. There are 145 million children without education, and the numbers are going up because of slavery, gender discrimination, religious intolerance, and corrupt governments. It costs only \$1 per month per child to change that, roughly \$6–\$8 billion per year.

Congress is being asked for another \$190 billion to fund the wars in Iraq and Afghanistan. Which plan is more cost-effective?

"You can drop bombs, you can build roads, but if you don't educate girls, the society is not going to change."

— Greg Mortenson

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The people who stood in line to hear Mortenson already know this. We are a nation of generous people. We could make this world better by doubling our efforts to build schools. We even know where to find the money: Spend a few billion less on war.

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- 24,000 current students, including 14,300 girls supported

Women's Education

- 14 women's vocational centers
- Women's NGO assistance and training
- Infant oral rehydration training
- Rural Women's Vocational Fund
- Maternal health care scholarships
- Eye technician scholarships



"The schools encourage girls to enroll. The ultimate goal: produce educated girls, who when they become mothers, will teach tolerance to their sons."

— Greg Mortenson

Public Health and Conservation

- 24+ potable water projects
- Water filtration systems
- 3,000+ cataract eye surgery patients
- Sanitation and latrine projects
- Rural health care camps

