

Wounded Warrior Project - Proposal



Client: Wounded Warrior Project

Website: www.woundedwarriorproject.org

Project Proposal: Design a Direct Mail Campaign

Mission: To honor and empower Wounded Warriors

Purpose: To raise awareness and enlist the public's aid for the needs of injured service members. To help injured service members aid and assist each other. To provide unique, direct programs and services to meet the needs of injured service members.

The Wounded Warrior Project was first initiated in 2003 and has grown tremendously over the years. With its growth of supporters, the non-profit organization has been able to expand the amount of support that they are able to provide to our service members that have been injured.

Programs that they offer are tiered into four categories; mind, body, economic empowerment and engagement. Within the categories they provide several programs, which include: Combat Stress Recovery Program, Soldier Ride, Physical Health and Wellness, Project Odyssey, Restore Warriors, Warriors to Work, Education Services, WWP Packs etc. Some of the programs are unfamiliar to the public as they are new to the organization.

Since they have grown, there is still a need to receive donations in order to keep the existing programs and to increase awareness of newly developed ones. With the growth, there is also a need to inform the public of these programs and how they benefit our wounded warriors and or their families.

Target Market: The audience for the campaign should be 25-55 year old male and females, with middle to upper income that seeks organizations to donate to. It is more than likely the target market has known, related to or is a veteran himself or herself.

Tone: The tone of the campaign is professional, warm and exciting, with a patriotic feel.

Campaign: Create several products, both for print and web which include a gift to supporters that provide a donation in response to the direct mail campaign. The campaign will include a design package consisting of a direct mailer (post card) letterhead, envelope, black and white news letter ad, web-page, key chain and alternate use of existing logo.

Colors: 

Typeface: To maintain consistency, three typefaces will be used: Helvetica, Stencil, Minion Pro. To create a variety the weight and size may vary through out the products.

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Direct Mail: The direct mail piece is a two sided post card, 8.5" x 4.25", double sided with full color print on 100lb white gloss paper. If shipped next day the estimated cost is \$465.00 per 1000, which can vary depending on need and or quantity.

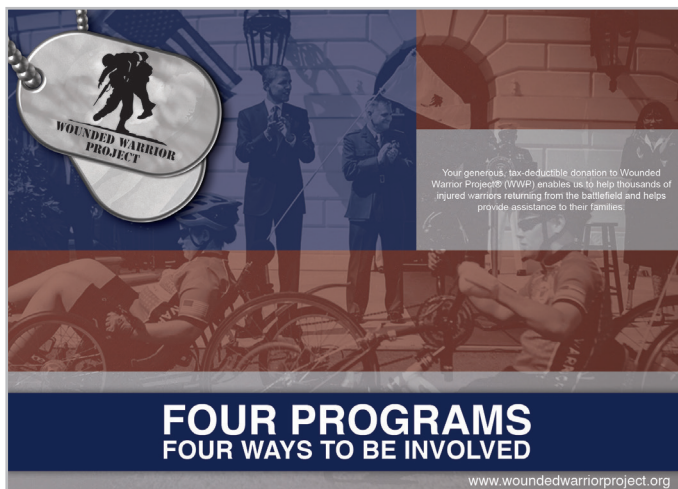
Front: Mock Up



Back: Mock Up



Front: Postcard



Back: Postcard



Notes: Information displayed on "back" of postcard is not included with graphic file, white space is available for mailing company to print bar-code, return address, recipient address and postage.

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Business Letterhead: The letterhead piece is one sided, 8.5" x 11", printed full color on 70lb paper with a standard #9 envelope. Total cost is \$87.73 per 100, which can vary depending on need and or quantity.

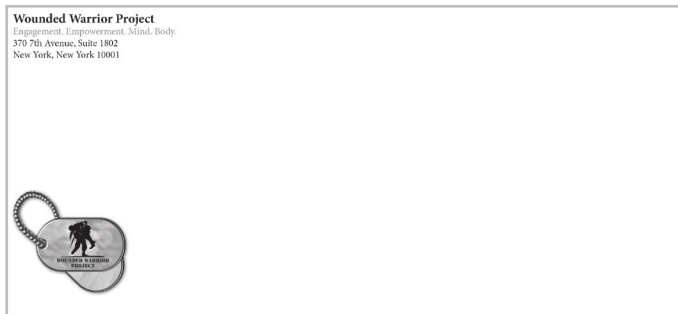
Front: Envelope and Letterhead



Front: Close Up



Front: Envelope



Back: Letterhead



Notes: Envelope contains space for either hand written or mailing services to print information.

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Website: The website can be displayed on both computers and devices to include cell phones. Information is provided near the “donate” button which reminds the user that this is a non-profit organization and if they donate, the audience that will benefit from their generous gift.

Website: Mock Up



Website: Elements



Website: Landing Page



Notes: The site will contain interactive elements and is meant for the user to browse the through the four programs listed to learn more information. A “donate” link will also be provided on each of the pages.

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Newsletter Advertisement: The ad is in black and white, meant to be displayed in company newsletters, there is a call to action “donate today” which will reinforce the purpose of the campaign. The size of the advertisement is 7” x 4.75” and can be down sized proportionally if needed.

Front: Mock Up



Front: Close up



Ad: Black/White



Notes: The ad is displayed in black and white which can be changed to color if needed.



Gift: As a way to say “thank you” a actual dog tag that can be used as a key chain or an item to wear, will give the supporter a feeling that he/she is now a part of a group and further display their support. The box would be filled with shredded paper (as a filler), with the inner portion of the box displaying a message once opened with an additional notecard with information and upcoming events in the area that the supporter is invited to attend.

