Life Connection of Ohio

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LIFE CONNECTION OF OHIO

EMILY MAY

HONORS PROJECT

Submitted to the Honors College
At Bowling Green State University in partial fulfillment of the
Requirements for graduation with
UNIVERSITY HONORS 2019-20

__________________________, Advisor
Laney Fugett
Visual Communication Technology

__________________________, Advisor
Paul Valdez
Center for Public Impact
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About the Client

Life Connection of Ohio is a midsized non-profit organization that has promoted and facilitated organ donation in northwest and west central Ohio for 30 years. Their geographic footprint is displayed in the map below. They cover 25 counties and have an office in both Maumee and Dayton. As an organization, Life Connection strives to assist the community with services on four fronts: public education, organ donation, donor family support, and professional education.

Public Education Services
- Informational presentations
- Community events
- Media relations
- Awareness materials

Organ Donation
- 24-hour availability
- Donor family consultations
- Organ allocation, surgical recovery, perfusion and transplantation

Donor Family Support
- Bereavement information
- Donor recognition ceremony
- Correspondence liaison between donor family and recipients

Professional Education
- In-services for health care professionals
- Hospital development

Through their various services, Life Connection acts as a resource as well as inspires community members to Donate Life. Thanks to their dedication, Life Connection managed to coordinate the recovery of organs from 93 donors and provide 310 life-saving transplants in 2019.
Stakeholders

Throughout this project, I will be working alongside Kara Steel and Kelly Valentine. They have complete control over marketing materials, community events, and media relations. Both Kara and Kelly will have power to approve and manage marketing materials.

Kara Steele
Communications Director
(419) 367-9958
ksteele@lcotro.org

Kelly Valentine
Community Outreach Coordinator
(419) 410-7075
kvalentine@lifeconnection.org

Reason for Assistance

Since Life Connection is a non-profit organization, they have a limited budget and resources. Therefore, they rely heavily on volunteers, especially within the area of public education and community awareness. After talking to Kara Steele, I learned that most of their marketing materials were created by volunteers or by Kara in Microsoft Word. They are looking for a professional look for their marketing event flyers and a way to replicate quality in the future.

In addition, Kara alluded to the staff being extremely shorthanded. There are approximately 3-5 people that work in the Maumee office. Each of them has a specifically designated job and tasks to work on. Therefore, there are not enough people to do everything. They must pick and choose which projects they dedicate their time to. For example, Life Connection uses Facebook, but does not have the time or resources to expand into other medias. Having an additional hand would make such goals possible for the organization.

Client Competitors

Life Connection does not have any competitors as they are a non-profit working to assist with organ donation and the spreading of knowledge. Instead of competitors, Life Connection of Ohio has partners through Donate Life, a coalition of the state’s organ, eye and tissue recovery agencies. There work alongside Lifebanc (Northeast), LifeCenter (Southwest), and Lifeline of Ohio (Central & Southeast) to ensure that all of Ohio has a Donate Life resource. All the organizations act as separate entities but work towards the same goal.
Client Audience

Life Connection’s audience consists of both its volunteers and outside community members. The internal audience, volunteers and those who are active within the organization, are supporters of organ donation who regularly dedicate their time to Life Connection events. This audience is likely to be reached through email, print flyers and social media posts. The external audience, other community members and potential organ donors, are more likely to be reached by social media posts.

To interact with online media, such as social media creatives, users will need access to a computer, tablet or other mobile device with internet connection. In addition they will need social media accounts on various social platforms (e.g. Facebook, Twitter, Instagram). For print materials, a user will have to be present at an event where flyers are being handed out.

All, if not most of the deliverables will be visible to the end user through Life Connection’s social media accounts
Client’s Desired Outcomes

Visual Communication Problem
Life Connection would like assistance in developing a professional appearance for their event promotional and marketing materials. Currently, they lack resources and are utilizing Microsoft Word to design creatives. During the semester, the organization will be (hopefully) receiving The Adobe Creative Suite. If this occurs, they would like assistance in learning how to maintain creatives within the new programs. Ultimately, Life Connection is looking for a way to develop new marketing materials and expand their awareness within the community.

Media Utilized
Life Connection primarily utilizes their website and Facebook for media dispersion. On Facebook, their posts are sporadic and tend to be stories they share. Few of their posts are original content. Postings are made every 1-5 days and typically receive an average of 40 likes and a couple shares. The page has approximately 5,525 followers. On the webpage, there is a page labeled “Stories” in which many donor family and recipient stories are shared. Overall, the webpage has a clean set up.

Facebook: www.facebook.com/LifeConnectionofOhio/
Website: https://lifeconnection.org/

Desired Media
Life Connection would like to increase awareness of their events to pique interest amongst the community. They would like attention to be drawn to them and the events they participate in. This would include documentation of events and volunteers, as well as event promotional materials (both print and digital). They are also interested in potentially expanding their social media presence into Instagram or Twitter to increase community awareness.
Milestones & Deliverables

Throughout the semester I will work to develop at least three of the following deliverables for my client. These five deliverables are what was discussed with Life Connection. However, they understand that time is a constraint with this project, so not all of them may be completed.

- A video or other creative medium that showcases the Life Connection volunteers and the difference they make in the community.
- Assistance with a social media plan and creatives. Since Life Connection only utilizes Facebook, a possible expansion to other social medias, including Instagram or Twitter, would be useful.
- Event promotional and marketing materials. Something that could be shared at events and around the community to increase awareness.
- A fun hashtag or gimmick that could be used for regular Life Connection postings to help develop a unified social media presence.

Milestones have been set as points where the client will provide approval and/or input. These points will be required as to move forward with the project. Some milestones throughout the project will include the initial sharing and discussion of the timeline, various idea discussion meetings, deliverable approval meetings, revision check points, and the end transition meeting. All deliverables can be identified in the timeline (at the end of this phase section) where a meeting is noted under the “Task” column.

Required Hardware & Software

The following materials will be required for this project.

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Canon DSLR Camera with standard zoom lens
- Laptop Computer with minimum 8GB Ram
- Tripod
Project Management

Goals
The main goal of Life Connection is to enhance lives through organ, eye and tissue donation by creating a community where everyone is inspired to Donate Life. Therefore, each donation opportunity is fulfilled. To achieve this goal, the organization needs to reach as many people as possible. The Community Outreach Coordinator, Kelly Valentine, would like to use events and promotional materials to help do so. Life Connection hopes that the deliverables will draw more attention to their website and social media account(s).

Objectives
In response to these variables, the client would like to see the following:

- An increase of 100 followers on the Life Connection of Ohio Facebook page
- Approximately 30 likes on each new social media creative
- Approximately 15 volunteers in attendance at each volunteer event
- Ease in future creation of social media and marketing creatives using the Adobe Creative Suite

Constraints
There will be a variety of constraints when working on this project. They consist of, but are not limited to, the following:

Time Constraints
This project takes place over the course of the semester, so time is a valuable resource. Since I am a full-time student and work approximately 30 hours a week, there may not be enough time available to complete all deliverable objectives. The client understands this and believes that even 3-4 of the listed deliverables would be acceptable.

Budget Constraints
Being that Life Connection is a non-profit, there will be no budget for my projects. While I do not think my tasks will require a budget, this could be a constraint if Life Connection were wanting me to print marketing materials. As of now, this is not an issue, but it is worth watching.

Scheduling Constraints
As part of working with Life Connection I am planning to attend volunteer events and capture pictures of the volunteers. However, this relies on activities lining up with my schedule. If a volunteer event is scheduled during a time when I am working or attending class, I will be unable to go.
Access/Facility Constraints

Depending on the facility that some of the events take place, I may not have access to certain areas. For example, some Life Connection events take place at Bowling Green State University, University of Toledo, and Cleveland Cavalier sporting events. These areas will have restrictions that I will have to work around. I will have to look for alternate photograph opportunities.

Assumptions

There are several assumptions for this project that include the following:

- Life Connection will provide me access to their webpage and provide required training for making web page adjustments.
- Life Connection will handle the distribution of print materials.
- Life Connection will post the supplied social media creatives to the respective platforms.
- Life Connection will continue to use any templates and social media plans developed.
- Life Connection will notify me when volunteer events are scheduled and provide access to events.

Timeline
Life Connection of Ohio

Cost Analysis
After doing some research, I feel like I better understand the different pricing options: flat (project based) and hourly fees. While project-based pricing seems like the preferred freelance option, I have read that it is easier for new freelancers to start with an hourly rate that imitates others. From there they should then question their pricing and experiment with it. As a freelancer becomes more skilled and more quote savvy, it becomes easier to transition into project-based pricing. When it comes to my pricing, I feel like I will start off with a per hour rate. In addition, I will charge my client my expenses plus 5%, included within materials.

Many of the articles I read told me that in the “real world” freelancers basically guess to get their hourly rate. Therefore, for the various tasks, I guessed approximately how much my time would be worth overall. Some of the resources I found stated that approximately $35/hour is a good starting rate. After your first job, you can determine if they need adjusted or not. Therefore, I have decided to start my base rate at $35/hour, with consultations being half the cost. When looking at my pricing, it resembles the time and materials pricing. However, it is truly a mix of the various pricing strategies.
Services & Expenses

Deliverables

Social Media
This service will include, research and analysis of current social media, content creation, and media plan development, resulting in the following deliverables:

- Social Media Plan
- New Social Media Account (either Twitter or Instagram)

The Social Media Plan will be given to the client in a PDF format included on a flash drive and emailed to both Kara Steele and Kelly Valentine. The PDF will act as a reference and timeline for future social media posts and potential expansions. It will go in depth on Life Connection’s target audience and where/when they can be found on social media. The new social media account login will be shared with Kara and Kelly through email for them to use. They are welcome to change the password at the end of the semester.

Photography
This service will include, travel and attendance to 2 events, photographs during both events, and editing with color corrections, resulting in the following deliverables:

- Flash Drive of Edited Images

The edited images will be delivered to Kara and Kelly on a flash drive in .jpg format. An electronic transfer of all edited images will be discussed with the client. Potential options are Google Photos, email, or DropBox. These photos will be used by Life Connection to promote events and share on social media.

Program Lessons
This service will include, travel to Life Connection, and research of a “Lesson Plan”, resulting in the following deliverables:

- 1 General Adobe Lesson (In-person, 60 minutes)

This session will be in-person with Kara Steele to help her acquire a basic understanding of how to use the Adobe Creative Suite to create content. It will take place at Life Connection’s office in Maumee at a time of Kara’s convenience. The session will consist of a basic overview of the programs, a Q&A session, as well as an explanation of how to use the developed flyer template. The goal of this session will be to leave Kara with a general understanding of how to use InDesign and Photoshop, so she can create appealing flyers and other content quickly and easily.
Web Copy
This service will include communication with donor families and recipients, a rough draft, 1 round of revisions, research on Life Connection’s webhosting service, and copy implementation, resulting in the following deliverables:

- Updated Web Copy for Donor Families and Recipient Stories

The copy for the webpages will be shared through either email or Basecamp (depending on Life Connection’s preference). Either way, the rough file will be sent as an editable word document, where Kara or Kelly can add input, suggestions, etc. The final draft will be provided as a PDF while awaiting approval. Then their webhosting service will be used to post the content. This is meant to help Life Connection update their donor family and recipient stories.

Graphic Design
This service will include, 3 concept sketches, design creation/development, 1 round of revisions, and template testing, resulting in the following deliverables:

- 3 Creatives for Social Media Use
- 2 Event Flyers
- Flyer Template

The social media creatives will be delivered to Life Connection as .jpg images in two different aspect ratios (1:1 and 2:3). The social media files will be delivered through Basecamp and/or email. The event flyers will be delivered in a PDF (8.5” x 11”) and .jpg format to ensure they are both print ready and online sharable. These files will be delivered through Basecamp and/or email. In addition, a copy will be saved on the flash drive Life Connection will receive at the end of the semester. Any flyer templates will be provided in a native .indd to be used on InDesign by Life Connection. The file will be shared through Basecamp and/or email, as well as kept on the flash drive.

Expenses
Multiple expenses will be incurred over the course of this project. These will include software, hardware, materials, file sharing services, travel/event expenses, etc. Since this project will take place over the course of the next three months, I am calculating subscription costs by doing the following:

monthly cost x 3 = expense

In addition, I followed the standard stating that the expense value for owned items is 10% of their original value. Hence, materials and hardware that I already owned (i.e. Laptop, Camera, Tripod, and Lens) are only calculated to depreciate and cost approximately $134.80.
Travel expenses (including gas and mileage) were calculated using the IRS' Standard Mileage Rate. In 2019, the mileage rate rose from $0.545/mile in 2018 to $0.58/mile. This cost is meant to cover gas cost as well as the depreciation of cars. Since I currently reside 1.5 miles away from Life Connection, it would be a 3-mile round trip for each visit. I am assuming I will have approximately 8 visits with my client at the Life Connection office over the course of the semester. Therefore, the total mileage accounts to approximately $13.92 for a semester of office visits. If I include the distance for events, I add 208 miles for a round trip to Cleveland plus approximately 30 for the second event (TBD). The travel to events adds another $225.40 to the cost. Together, travel would equate to around $239.32.

I have also added various miscellaneous fees including internet usage and event fees (including parking and ticket cost). For example, one of the events I am likely attending is a Cleveland Cavalier’s Game, so I included $15 parking and a $39.99 discounted ticket price. For internet, I estimated the extra internet usage I would have to pay for and came up with approximately $10/mo.

If you total all my expenses from the list below, you get a total of $577.58.

**Software/Subscriptions**
Adobe Creative Suite – $29.99
Microsoft Office – $17.50

**Hardware**
Lenovo Flex 14 Laptop with 8GB RAM – $92.00

**Materials**
DSLR Canon Rebel T6 Camera – $34.20
Standard Canon 18-55mm Lens – $6.00
Tripod – $2.60
PNY 128GB Flash Drive – $17.99
LaCie Rugged Mini 1TB External Hard Drive – $74.99

**Miscellaneous**
Travel (Gas/Mileage) – $239.32
Internet – $30.00
Events (Parking/Tickets) - $59.99
Pricing & Quote Verbiage

Pricing

This pricing quote includes the following: consultation period, photography, web copy and graphic design services, program lessons, travel fees, and project materials. This quote is for 3 months of services.

<table>
<thead>
<tr>
<th>Consultation ($17.50/hour)</th>
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<tbody>
<tr>
<td>Research ___________________ 4 hrs</td>
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<tr>
<td>Meetings/Communication _____ 9 hrs</td>
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<tr>
<td>Brainstorming ______________ 2 hrs</td>
<td></td>
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<tr>
<td>Required Training _____________ 1 hr</td>
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<tr>
<td><strong>TOTAL</strong> ______________________ 16 hrs</td>
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<table>
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<tr>
<th>Social Media ($35)</th>
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<td>Media Plan Development ______ 3 hrs</td>
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<tr>
<td>Content Creation ____________ 3 hrs</td>
<td></td>
</tr>
<tr>
<td>Transfer/Delivery______________ 0.5 hrs</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong> ______________________ 6.5 hrs</td>
<td><strong>$227.50</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Photography ($35)</th>
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<tbody>
<tr>
<td>Event Photography __________ 4 hrs</td>
<td></td>
</tr>
<tr>
<td>Editing/Color Correction _______ 6 hrs</td>
<td></td>
</tr>
<tr>
<td>Packaging/Delivery__________ 0.5 hrs</td>
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</tr>
<tr>
<td><strong>TOTAL</strong> ______________________ 10.5 hrs</td>
<td><strong>$367.50</strong></td>
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<table>
<thead>
<tr>
<th>Program Lessons ($35)</th>
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</thead>
<tbody>
<tr>
<td>Creation of Lesson Plan _______ 1 hr</td>
<td></td>
</tr>
<tr>
<td>Lesson _______________________ 1 hr</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong> ______________________ 2 hr</td>
<td><strong>$70</strong></td>
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<tr>
<th>Web Copy ($35)</th>
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<tbody>
<tr>
<td>Rough Draft ______________ 2 hr</td>
<td></td>
</tr>
<tr>
<td>One Revision ______________ 1 hr**</td>
<td></td>
</tr>
<tr>
<td>Implementation ______________ 3 hrs</td>
<td></td>
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<tr>
<td>Presentation ______________ 0.5 hrs</td>
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<tr>
<td><strong>TOTAL</strong> ______________________ 6.5 hrs</td>
<td><strong>$227.50</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Graphic Design ($35)</th>
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<tbody>
<tr>
<td>Concept Sketches __________ 3 hrs</td>
<td></td>
</tr>
<tr>
<td>Design Development__________ 3 hrs</td>
<td></td>
</tr>
<tr>
<td>One Revision ______________ 1 hr**</td>
<td></td>
</tr>
<tr>
<td>Template Testing ______________ 1 hr</td>
<td></td>
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<tr>
<td>Packaging/Delivery__________ 0.5 hrs</td>
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<tr>
<td><strong>TOTAL</strong> ______________________ 8.5 hrs</td>
<td><strong>$297.50</strong></td>
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</table>
Travel ($0.58/mile)
Office Visits ________________ 24 mi.
Event (Cavalier’s Game) ______ 208 mi.
Event (TBD) _________________ 30 mi.
TOTAL ______________________ 262 mi. $151.96

Events* (flat rate)
Event (Cavalier’s Game) ______ $57.74*
Event (TBD) _________________ $5.25*
TOTAL ______________________ $62.99* $62.99*

Project Materials (flat rate)
Hardware/Software/Materials___ $292.19
TOTAL ______________________ $292.19 $292.19

GRAND TOTAL ________________________________ $1,977.14

*This cost will be charged assuming I am responsible for purchasing my own ticket, parking, etc. If Life Connection provides free tickets/parking passes, this will not be charged.
**May not be needed if revision is not desired. Additional revisions will add an additional hour to the pricing.

Terms & Conditions

This agreement is between Emily May (hereinafter referred to as “The Freelancer”) and Kara Steele/Kelly Valentine, the authorized representatives of Life Connection (hereinafter referred to as “The Client”), for work commencing in the capacity of photography, design, web copy, social media services, and program lessons.

Effective Date
This contract is valid prior to approval for 30 days. If the agreement is not executed within this time frame, the contract and its pricing is VOID. If The Client wishes to work with The Freelancer, after this agreed upon notice period, The Client must request a new contract. At this point, contract pricing and The Freelancer’s availability may differ from the original contract.

Once agreed upon, the contract between The Freelancer and The Client will last until May 7, 2020. A new end date may be discussed with The Freelancer, but may result in a changed, or updated, contract.

Agreed Hourly Rate
Meetings, required training, brainstorming, research, and communication within normal business hours (9:00am – 5:00pm) will be priced under the Consultation Rate ($17.50/hour). Any meetings, required training, brainstorming, research, and communication outside of normal business hours will be charge a double rate ($35/hour). All other work not included under the Consultation Rate description, will be charged the normal rate ($35/hour). The agreed hourly rate is to remain confidential between The Freelancer and The Client. The Freelancer reserves the right to change this rate periodically. The Client will be informed in
writing should this rate be changed during the term of this agreement.

The Client will also be charged for all materials required to complete tasks within the effective project period.

Rush pricing will be subject to a 15% price increase of related hours worked.

Any work outside of the agreed upon scope will be subject to additional pricing and will be discussed between The Freelancer and the Client.

Payment
Acceptable forms of payment are cash, check, or online payment.

30% of the agreed upon will be required upfront during the first consultation meeting. The second 30% installation will be required halfway through our agreed upon contract, April 1, 2020. The remaining 40% will be paid upon the end of our contract (May 7, 2020). Only after the invoices are paid are the final files provided to The Client. All payments made to The Client are non-refundable.

Late payments of 7 days are subject to a 10% increase on the invoice amount. The invoice amount will continue to increase by 10% every 7 days afterward until paid in full.

Ownership of Deliverables
The Freelancer maintains the rights to all deliverables created for The Client. The Freelancer may use projects on their portfolio and provide samples to potential clients as necessary. The Client also maintains rights to all deliverables delivered during the contract period. The Client may use deliverables for marketing, media, and other usages as deemed necessary.

Approvals, Errors and Omissions
The Freelancer will take all reasonable care to check proofs carefully for accuracy in all respects, ranging from spelling to technical illustrations. However, it is considered the responsibility of The Client to check all artwork/wording carefully before final sign off and development. As a result, The Freelancer is not liable for loss, expense or damage caused by any act or omission.

Liability
The Freelancer makes every effort to maintain the highest possible work standards, however cannot accept responsibility for any loss, expense or liability of any kind incurred whilst preparing work for The Client in a freelance capacity. To the extent permitted by law, The Freelancer shall not be liable to The Client or to any third party for any loss or damage arising directly or indirectly in connection with the provision of services. The Client will indemnify and holds harmless The Freelancer from and against any claims, costs, expenses, negligence, actions or suits suffered, sustained or incurred by the Client or any third party. This includes, without limitation, interruptions caused by acts of Nature, or any other circumstances beyond reasonable control, any lost profits, business interruption, loss of data or otherwise, even if expressly advised of the possibility of such damages.
**Confidential Information**
The Freelancer agrees to not misuse or disclose and confidential information that is made available by the client.

**Termination**
Should The Client wish to cancel/terminate the agreement and discontinue any work in progress, The Client must notify The Freelancer immediately of this intention. Hours worked to that point will be invoiced. In the case of cancellation/termination, outstanding invoices are required to be payed within 7 days of the invoice issue date.
Professional Review

For my professional review, I reached out to one of my high school art teachers. He taught the digital media course as well as multiple other unique art classes. He was very influential on impacting my major in college. One benefit to reaching out to Mr. DeKay was the fact that he is very involved in freelance work. I remember listening to him tell stories about the current projects he was working on at the beginning of our class sessions.

From his review, I have learned that $35 an hour is a good place to start initial freelance work. Once you learn more about the time and costs of certain projects and customers you are likely to increase your price and potentially expand into per project prices. Mr. DeKay mentioned that he typically increased his rate as he completed projects quicker. This way he was not losing out on the money lost from decreased hours. Overall, this professional review was very helpful to me.

---

Bryan DeKay <bdekay@anthonywayneschools.org>
Tue 2/25/2020 12:19 PM
Emily Frances May

Emily,

Great to hear from you. Hope things are going great! I definitely didn't forget you. I still show some of your stuff as examples to newbies haha.

Your “flow”, going from hourly rates starting at $35/hr and transitioning to “per job” is great. I started charging $35/hr when I first started doing freelance work. I was able to increase rates as my efficiency increased as a means of “balancing” out the entirety of the project and not overwhelming the client with a sky high cost. I would only do “per job” rates on situations that I was totally confident I could average out, comparing it to past jobs and current “going rates”. This way, if the client researched current rates, everything would appear reasonable.

Overall, I feel like everything you have is reasonable and logical. NICE WORK!

Have a great week,

Bryan
Summary

Life Connection of Ohio is a midsized non-profit organization that has promoted and facilitated organ donation in northwest and west central Ohio for 30 years. They cover 25 counties and have an office in both Maumee and Dayton. As an organization, Life Connection strives to assist the community with services on four fronts: public education, organ donation, donor family support, and professional education. Through their various services, Life Connection acts as a resource as well as inspires community members to Donate Life. Thanks to their dedication, Life Connection managed to coordinate the recovery of organs from 93 donors and provide 310 life-saving transplants in 2019.

After communicating with the organization, we have determined a series of actions that will help to improve their communication with the community. Their focus is to dispel myths and share the truth of organ donation. This proposal highlights some of the problems and what actions I will provide to improve them.

My name is Emily May and I study Visual Communication Technology at Bowling Green State University. I specialize in the areas of print and interactive media, providing me with the knowledge and experience to help the organization develop new informational flyers and social media visuals.
Introduction

Life Connection of Ohio is a midsized non-profit organization that has promoted and facilitated organ donation in northwest and west central Ohio for 30 years. They cover 25 counties and have an office in both Maumee and Dayton. As an organization, Life Connection strives to assist the community with services on four fronts: public education, organ donation, donor family support, and professional education. Through their various services, Life Connection acts as a resource as well as inspires community members to Donate Life. Thanks to their dedication, Life Connection managed to coordinate the recovery of organs from 93 donors and provide 310 life-saving transplants in 2019.

Life Connection is a helpful organization that reaches thousands; however, they understand that the community is not aware of all organ donation can provide. For example, many LGBTQ+ community members do not understand the truths of organ donation. There are multiple myths, especially in the LGBTQ+ community that lead them to believe that they cannot be an organ donor. This stems from the fact that many LGBTQ+ members are unable to donate blood. However, all people can be organ donors. It is myths like this that Life Connection would like help dispelling. Therefore, this proposal will focus on developing resources with professional appearance for the organization. These resources can then be used at Life Connection events and on their Facebook page.

Sources

While preparing this proposal, some of my sources included communication with Kara Steele and Kelly Valentine, Life Connection’s webpage, and multiple other organ donation webpages. In particular, I made use of Donate Life’s page. These sources provided reliable information regarding organ donation as well as a basis to develop personal insights and opinions on the organization.

Key Terms

**Deliverable** – A deliverable is the final product that is given to the client. It can come in multiple formats including PDF and .jpg.

**Stakeholder** – A stakeholder is an individual or group that has a say in a project. They are persons of interest who impact the project’s decisions.

**Marketing Materials** – Marketing materials are typically informational images, printed pieces, visuals, etc. that a company or organization uses to market their strengths.

**Scope** – A scope is a statement that describes all a project encompasses. It can include the deliverables that are encompassed in the project and its time frame.

**Social Media Plan** – A social media plan is a summary of everything you plan to do and hope to achieve on social media. It guides your actions and lets you know whether you’re succeeding or failing.
Proposed Program

The scope of this project will include the creation of various social media visuals, a physical flyer for the Toledo Pride event, event photographs from the Hero Hustle, and a social media plan for the expansion of their organization. The project will conclude by May 7th, 2020. The goal of the project is to ultimately enhance the visibility of Life Connection in the community through updated social media visuals, photographs, and flyers.

Goals

Throughout this project, I will be working alongside Kara Steel and Kelly Valentine. They have complete control over marketing materials, community events, and media relations. Both Kara and Kelly will have power to approve and manage marketing materials. Therefore, it makes sense that I will be working with them.

Our main goal in this project will be to increase Life Connection’s visibility and the community awareness of organ donation. Since Life Connection is a non-profit, the organization does not have competitors. Instead, they work alongside Donate Life, a coalition of the state’s organ, eye and tissue recovery agencies. Their work alongside Lifebanc (Northeast), LifeCenter (Southwest), and Lifeline of Ohio (Central & Southeast) to ensure that all of Ohio has a Donate Life resource. Therefore, competition is not a huge factor in the progression of this project. Instead, emphasis will be placed on the target audience.

Life Connection’s audience consists of both its volunteers and outside community members. The internal audience, volunteers and those who are active within the organization, are supporters of organ donation who regularly dedicate their time to Life Connection events. The external audience, other community members and potential organ donors, are more likely to be reached by social media and community events. We will focus our main attention on the external audience through new social media visuals, as well as updated informational flyers. Some of the goals and objective I plan to complete as a part of this project are:

- Increase the Life Connection of Ohio Facebook page by 100 followers
- Gain approximately 30 likes on each new social media creative
- Remove stigma of organ donation at the Toledo Pride Event
- Increase awareness of Life Connection’s record year
- Ease Life Connection’s transition into Instagram
Throughout this project, important milestones have been identified as points where client input and approval are required. For each category (Photography, Social Media, Design), a timeline with milestones and deadlines has been specified below. There will be regular communication to ensure that all deadlines are met.

Project deliverables include:

- Social Media Plan (PDF Format)
- Flash Drive of Edited Images (JPG Format)
- 1 Record Breaking Year Infographic for Facebook (JPG Format)
- 1 Toledo Pride Event Flyer (PDF Format)
- 3 “Thank You” Tokens for past events/organizations (PDF format)
- 1 Hero Hustle Visual for Facebook (JPG Format)
- 1 Donate Life Month Visual for Facebook (JPG Format)
Qualifications & Experience

I am a senior at Bowling Green State University majoring in Visual Communication Technology (VCT). I have a specialization in both Print and Interactive Media. Throughout my studies I have also received training in the areas of photography, videography, and marketing, I am a well-rounded creative problem solver who has the skills to create and understand effective marketing materials, eye-catching infographics, bold flyers, and much more.

To expand upon my schooling, I have partaken in three internships. These have assisted me in learning real life skills and practical uses of my skills. For my first internship I was the Supervision at Cedar Point’s Antique Photo shop. At this job, I gained an understanding of how to manage a project as well as how to create dynamic and visually appealing photographs. My second internship allowed me to work in a print department where I strengthened my communication and time management skills. In addition, I was given the opportunity to develop some marketing materials and signage that was used by the company. At my final internship I have learned the innerworkings of sales and marketing as well as gained an in-depth understanding of various printing methods and substrates. This final internship has given me the ability to learn about client restrictions and motivations. Overall, my studies have provided me with the skills and experiences to effectively manage Life Connection’s media needs.

For your convenience, my resume has been attached near the end of this document. In addition, feel free to visit my portfolio at efmay.myportfolio.com to view my recent work.
This pricing quote includes the following: consultation period, photography, web copy and graphic design services, program lessons, travel fees, and project materials. This quote is for 3 months of services.

**Consultation**
Research _______________________ $88  
Meetings/Communication_______ $158  
Brainstorming___________________ $35  
TOTAL _________________________________________ $281

**Social Media**
This service will include, research and analysis of current social media, content creation, and media plan development, resulting in the following deliverables:

- **Social Media Plan (PDF Format)**

  Media Plan Development ________ $105  
  Content Creation ______________ $105  
  Transfer/Delivery _____________ $18  
  TOTAL _________________________________________ $228

**Photography**
This service will include, travel and attendance to 2 events, photographs during both events, and editing with color corrections, resulting in the following deliverables:

- **Flash Drive of Edited Images (JPG Format)**

  Event Photography _____________ $105  
  Editing/Color Correction ________ $210  
  Packaging/Delivery _____________ $18  
  TOTAL _________________________________________ $333
Graphic Design
This service will include, 3 concept sketches, design creation/development, 1 round of revisions, and template testing, resulting in the following deliverables:

- 1 Record Breaking Year Infographic for Facebook (.JPG Format)
- 1 Toledo Pride Event Flyer (PDF Format)
- 3 “Thank You” Tokens for past events/organizations (PDF format)
- 1 Hero Hustle Visual for Facebook (.JPG Format)
- 1 Donate Life Month Visual for Facebook (.JPG Format)

Concept Sketches _______________ $175
Design Development ____________ $420
One (1) Revision ________________ $70
Packaging/Delivery ______________$35
TOTAL _________________________________________ $700

Travel
Office Visits ____________________ $14
Event (Walleye Game) ___________ $12
TOTAL _________________________________________ $26

Events*
Event (Walleye Game) ___________ $35*
TOTAL _________________________________________ $35

Project Materials
Hardware/Software/Materials_____ $293
TOTAL _________________________________________ $293

GRAND TOTAL ______________________ $1,896

*This cost will be charged assuming I am responsible for purchasing my own ticket, parking, etc. If Life Connection provides free tickets/parking passes, this will not be charged.

**May not be needed if revision is not desired. Each revision is equivalent to $70. The above pricing only includes one revision. Additional revisions will add on to the pricing.

Contact Information
Please contact Emily May through the following:

Phone: 419-345-8093
Email: emilymay10797@gmail.com
This agreement is between Emily May (hereinafter referred to as “The Freelancer”) and Kara Steele/Kelly Valentine, the authorized representatives of Life Connection (hereinafter referred to as “The Client”), for work commencing in the capacity of photography, design, web copy, social media services, and program lessons.

Effective Date
This contract is valid prior to approval for 30 days. If the agreement is not executed within this time frame, the contract and its pricing is VOID. If The Client wishes to work with The Freelancer, after this agreed upon notice period, The Client must request a new contract. At this point, contract pricing and The Freelancer’s availability may differ from the original contract. Once agreed upon, the contract between The Freelancer and The Client will last until May 7, 2020. A new end date may be discussed with The Freelancer, but may result in a changed, or updated, contract.

Agreed Hourly Rate
Meetings, required training, brainstorming, research, and communication within normal business hours (9:00am – 5:00pm) will be priced under the Consultation Rate ($17.50/hour). Any meetings, required training, brainstorming, research, and communication outside of normal business hours will be charge a double rate ($35/hour). All other work not included under the Consultation Rate description, will be charged the normal rate ($35/hour). The agreed hourly rate is to remain confidential between The Freelancer and The Client. The Freelancer reserves the right to change this rate periodically. The Client will be informed in writing should this rate be changed during the term of this agreement.

The Client will also be charged for all materials required to complete tasks within the effective project period. Rush pricing will be subject to a 15% price increase of related hours worked.

Any work outside of the agreed upon scope will be subject to additional pricing and will be discussed between The Freelancer and the Client.

Payment
Acceptable forms of payment are cash, check, or online payment. 30% of the agreed upon will be required upfront during the first consultation meeting. The second 30% installation will be required halfway through our agreed upon contract, April 1, 2020. The remaining 40% will be paid upon the end of our contract (May 7, 2020). Only after the invoices are paid are the final files provided to The Client. All payments made to The Client are non-refundable.

Late payments of 7 days are subject to a 10% increase on the invoice amount. The invoice amount will continue to increase by 10% every 7 days afterward until paid in full.

Ownership of Deliverables
The Freelancer maintains the rights to all deliverables created for The Client. The Freelancer may use projects on their portfolio and provide samples to potential clients as necessary. The Client also maintains rights to all deliverables delivered during the contract period. The Client may use deliverables for marketing, media, and other usages as deemed necessary.

Approvals, Errors and Omissions
The Freelancer will take all reasonable care to check proofs carefully for accuracy in all respects, ranging from spelling to technical illustrations. However, it is considered the responsibility of The Client to check all artwork/wording carefully before final sign off and development. As a result, The Freelancer is not liable for loss, expense or damage caused by any act or omission.

Liability
The Freelancer makes every effort to maintain the highest possible work standards, however cannot accept responsibility for any loss, expense or liability of any kind incurred whilst preparing work for The Client in a freelance capacity. To the extent permitted by law, The Freelancer shall not be liable to The Client or to any third party for any loss or damage arising directly or indirectly in connection with the provision of services. The Client will indemnify and holds harmless The Freelancer from and against any claims, costs, expenses, negligence, actions or suits suffered, sustained or incurred by the Client or any third party. This includes, without limitation, interruptions caused by acts of Nature, or any other circumstances beyond reasonable control, any lost profits, business interruption, loss of data or otherwise, even if expressly advised of the possibility of such damages.

Confidential Information
The Freelancer agrees to not misuse or disclose and confidential information that is made available by the client.

Termination
Should The Client wish to cancel/terminate the agreement and discontinue any work in progress, The Client must notify The Freelancer immediately of this intention. Hours worked to that point will be invoiced. In the case of cancellation/termination, outstanding invoices are required to be payed within 7 days of the invoice issue date.
Appendices

Below are some examples of my work and my resume. For any questions, please reach out to me through my email: efmay@bgsu.edu
LEADERSHIPS

Elected Insignia Chair  May 2017 - May 2019
Omega Phi Alpha: National Service Sorority (BGSU)
  • Coordinated and designed apparel for Omega Phi Alpha
  • Managed inventory, the ordering process, and vector formatting through Illustrator

EMPLOYMENT EXPERIENCE

Store Associate  October 2019 - March 2020
Millcraft Paper Co. (Maumee, Ohio)
  • Demonstrated paper and printing knowledge for a variety of substrates
  • Balanced a plethora of tasks in a time efficient manner
  • Developed creative solutions to customer problems while acting as a Customer Service Representative

Print Associate  September 2018 - October 2019
Office Max (Perrysburg, Ohio)
  • Managed a variety of projects independently
  • Crafted memories using the Adobe Creative Suite, machinery, and binding equipment

Supervisor of Antique Photo  April 2018 - October 2018
Kaman’s Art Shoppe (Sandusky, Ohio)
  • Created joyful photo experiences for customers
  • Organized the schedules of 9 employees
  • Motivated employees and offered problem solving solutions

EDUCATION

Bowling Green State University (BGSU)
Bowling Green, Ohio
  • Bachelor of Science in Technology
  • Visual Communication Technology (VCT) major
  • Specialization: Print and Interactive Media
  • GPA: 4.0
  • Expected Graduation: May 2020

Anthony Wayne High School
Whitehouse, Ohio
  • Graduated: Cum Laude, May 2016
  • GPA: 4.43
In conclusion, I believe my assistance on this project will be beneficial to Life Connection as they continue to spread the word of organ donation. The deliverables that are being provided will help the organization create a dynamic and intriguing social media presence as well as assist with the expansion of their social media. Being informed on the details of a social media expansion will allow Life Connection to maximize the number of community members it reaches and in turn spread word about organ donation. Overall, these efforts will provide Life Connection with an opportunity to confidently dispel myths and share the life-changing effects of organ donation.

With my specialization in print and my experience as a visual communication problem solver, I can assure you that Life Connection will benefit from the deliverables they acquire. I look forward to working alongside Life Connection moving forward.
Existing Graphic Standards

Life Connection does not have any official graphical standards. According to Kara Steele, they simply use the brand guidelines from Donate Life as their standard. Donate Life’s existing graphic standards states “the brand is supposed to serve as a rallying point for patients waiting, recipients, living donors, donor families, registered donors, the public, and the professional donation and transplantation community.” Overall, it represents collective experiences, thoughts, and feelings that are connecting to donation and transplantation such as:

- Honor
- Hope
- Trust
- Unity
- Gratitude
- Celebration

To display these traits, Donate Life follows several color and font standards.

**Fonts:** Proxima Nova Regular is to be used in the logo. There are no restrictions on using any other fonts.

**Logos:** The Donate Life logo should attempt to make an appearance on all documents. Otherwise, the Life Connection Logo (which contains the Donate Life logo) should be used.

**Colors:** PMS 367 (green) and PMS 278 (blue) should be used in all documents to maintain a branding appearance. Tints and shades of the Donate Life colors may also be used.
Since Life Connection follows Donate Life's branding guidelines, there is no need to recreate the wheel in terms of graphic standards. Instead, I recommend compiling a set of standard fonts that can be used. Currently there is a font standard that only applies to the logo. However, when it comes to creatives, any font may be used. While this can be fun for the designer to have free reign, I recommend that Life Connection develops a set of fonts that can consistently be used in their visuals. This will help with maintaining a cohesive branding feeling between different organization pieces. Moving forward with this project, I will be compiling a set of fonts that will be used in all my design pieces to maintain a united feeling.
Research & Inspiration

To help Life Connection in developing a common set of fonts I have been examining their current website, Facebook graphics, other pieces. In addition, I have been looking at what Donate Life is doing with their public image. Since the organizations are so closely knit, it is important that I have a solid understanding of what both organizations are currently working with. Kara and Kelly have also been assisting in my research as they have provided me with current templates, statistics, etc.

In addition to looking at the current situation of this organization, I am also looking outward to look for current trends, themes, and ideas. Search engines, such as Google, have been useful on this journey for finding examples and ideas. A lot of time has been spent looking for inspiration that fits what Life Connection is looking for. By compiling all the information, Life Connection will end this journey with pieces that showcase their brand and appear up to date with current trends.

Sources

The following sources were used to either provide inspiration, education, or information to me throughout this process. This is up to date as of April 8th, 2020.

- lifeconnection.org
- donatelifeline.net
- donatelifeline.net/donate-life-brand
- facebook.com/LifeConnectionofOhio
- facebook.com/DonateLife
- support.office.com/en-us/article/create-and-save-a-powerpoint-template-ee4429ad-2a74-4100-82f7-50f8169c8aca
- nutsandboltsspeedtraining.com/powerpoint-tutorials/how-to-create-a-powerpoint-template
- optn.transplant.hrsa.gov
- unos.org
- venngage.com/blog/graphic-design-trends
Color Scheme & Fonts

When I started designing my deliverables, I focused on a set of colors and fonts. Using these consistently will help provide unity to the works.

Colors: For Life Connection’s color scheme I developed some secondary colors around the standard PMS 367 (green) and PMS 278 (blue). I figured, this way Life Connection is given some space to experiment. I anticipate tints, shades, black, and white will also be used.

Green (PMS 367)
CMKY: 37 0 77 0  
RGB: 164 214 94  
Hex: #A4D65E

Blue (PMS 278)
CMYK: 43 17 0 0  
RGB: 139 184 232  
Hex: #8BB8E8

Off White
CMYK: 6 0 12 4  
RGB: 231 245 215  
Hex: #E7F5D7

Dark Green
CMYK: 23 0 50 60  
RGB: 78 101 50  
Hex: #4E6532

Off Black
CMYK: 32 17 0 84  
RGB: 28 34 41  
Hex: #1C2229

Fonts: For the fonts, I decided to work with something that is available cross platform, but comes across as a classic and appealing font. Therefore, I selected Georgia, a serif font, for the smaller text and Arial, a sans-serif font for titles. I expect fun additional fonts will be used as deemed necessary for creatives.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Georgia
Regular | Italic | Bold | Bold Italic
The five boxing wizards jump quickly.
Concept Sketches

PowerPoint Template

Required Slide Types
- Title Slide
- Title and Content
- Section Header
- Two Content
- Comparison
- Title Only
- Blank
- Content w/ Caption
- Picture w/ Caption
Facebook Infographics

In CO & Wyoming there we 19% more
organ donors than ever!

Saying 22% more lives than
ever!

A record 191 heroic organ donors
in CO & WY saved 596
lives by the following trans

Record Peak

Graduation

2015
2017
Social Media Visuals

1. Person can save 8 lives

Social Media Visuals

What do these have in common?

Donate Life Month

Donate artifact

Donate artifact

Donate artifact

Donate artifact

Donate artifact

Donate artifact

Donate artifact

Donate artifact

Donate artifact

Donate artifact

April is a month of new life
Life Connection of Ohio

Evaluation
Purpose of Evaluation

The purpose of this evaluation was to ensure that the materials I created for Life Connection are fulfilling their desired purpose and reaching the target audience. With the information gathered from the evaluation and survey I will be able to tell if my designs created a cohesive design that is both attention grabbing and easy to understand. In addition, it will help me locate areas of my work that I should improve upon in the future.

Project Objectives

My original objectives from Phase 1 of this project were as follows:

- An increase of 100 followers on the Life Connection of Ohio Facebook page
- Approximately 30 likes on each new social media creative
- Approximately 15 volunteers in attendance at each volunteer event
- Ease in future creation of social media and marketing creatives using the Adobe Creative Suite

In Phase 3, my objectives were then adjusted to the following:

- Increase the Life Connection of Ohio Facebook page by 100 followers
- Gain approximately 30 likes on each new social media creative
- Remove stigma of organ donation at the Toledo Pride Event
- Increase awareness of Life Connection’s record year
- Ease Life Connection’s transition into Instagram

However, due to COVID-19 changing much of my project, these objectives do not quite fit the application of my current project. In addition, as I communicated with my partner, it became apparent that I would not have access to post content to their Facebook page. Since my social media creatives have not yet been posted, I am unable to gather information on the impact of the creatives. Also due to COVID-19, the Adobe Creative Suite installation was delayed for Life Connection, so I was unable to help Kara learn more about Illustrator and InDesign.

While I have not accomplished my original objectives, I feel I have been successful in multiple areas. I have successfully provided Kara and Kelly with social media creatives that act as a cohesive unit and will add an element of brand to a few of their posts. I have developed a few much-needed infographics that will help address areas of confusion within the topic of organ donation. I have also provided a new custom PowerPoint Template that can be used in all of their presentations.
**Evaluation Strategy**

The strategy of this evaluation is to determine if the graphics I created are appealing, understandable, and cohesive. My goal with this project was to help Life Connection create a community where everyone is encouraged to Donate Life. This can be done by increasing the circulation of their posts as well as drawing attention to their website and Facebook page. My strategy will be to find out if the audience would be compelled to share social media creatives and to see if the creatives represent the brand as a cohesive unit.

**Evaluation Plan**

My plan going into this survey evaluation is to get responses back from a minimum of 10 people. I will be putting a link to the survey on my Facebook page. Since it is important to see the visuals I have created in order to properly evaluate them, I will be connecting images of the complete projects.

I will be using Qualtrics to develop my survey. This will give me the option to break my questions into blocks. For example, I plan to ask a series of questions on each item (the Donate Life Month graphic, the Record Year Infographic, and the PowerPoint Template) as well as a general section. The survey will consist mostly of multiple-choice questions with an optional fill in the blank at the end of each segment. There will not be a time limit, as I do not see that as being important to the survey. I plan on asking questions like:

- Is this item visually appealing?
- Would it catch your eye on social media?
- Would you visit Life Connection's webpage or Facebook after seeing it?
- Is the item easy to read/understand?
- Would you share the item?
- Do the elements fit Life Connection’s brand?
- Do the elements act as a cohesive unit?
Internal Evaluation

After sharing the deliverables with Life Connection, they are happy with how everything is looking. Both Kara and Kelly continue to provide me feedback as if they were paying a graphic designer. Overall, I was provided very little guidance with the criteria for this project, so I am happy that I was able to get each piece within likable standards.

Although our objectives have changed a lot since the start of this project, I am very pleased with my work. Unfortunately, the survey results are showing mixed results. I personally do not take criticism well, so submitting my work to public review has been difficult. I feel like it has made many of the flaws apparent. Therefore, I do believe that there is work still to be done with the deliverables. I will communicate with Kara and Kelly to determine if they want me to make another round of changes.

External Evaluation

To implement this evaluation, I put the link on my Facebook page and asked my Facebook friends to take 5 minutes out of their day to evaluate my capstone project. Upon posting it, my dad shared my post to his Facebook friends. I was originally hoping to get at least 10 responses, but I ended up with 74 responses! In my survey I did not think to ask about their age range, therefore I do not have that information to display.
Survey Questions & Responses

1. Is the above graphic easy to read and understand?
   100% Yes (74 votes)
   0% No (0 votes)

2. Is the above graphic visually appealing?
   94.59% Yes (70 votes)
   5.41% No (4 votes)

3. Would the above graphic catch your eye on your social media feed?
   85.14% Yes (63 votes)
   14.86% No (11 votes)

4. Would you share the above graphic with others?
   85.14% Yes (63 votes)
   14.86% No (11 votes)

5. After seeing the above graphic, would you visit Life Connection’s website or social media account?
   36.49% Yes (27 votes)
   55.41% Maybe (41 votes)
   8.11% No (6 votes)

6. Please provide any additional thoughts, comments, & suggestions.
   • Although I like the above graphic, it would grab my attention more if it said, ‘Save a life. Donate’
   • Good job
   • Graphic is overall very well to read and is eye catching. The green is a good contrast against the dark background but it’d be worth seeing those center words even larger for more of an impact for social media.
   • Great job!! Great picture for a shirt
   • I am biased, but if I am being subjective, it is great and eye catching
• I am old, but I would like to see the website address in a slightly larger font.
• I assume the end goal of the ad is to drive traffic to the website to sign up for organ donation. The text is too small to read it easily, plus the color of the site is too close in shade to the black surrounding. While I could read it ok when I zeroed in on it, I found it hard to notice & had to pull my phone closer to catch it.
• I know the green text goes with the color scheme, but I wish it stood out in a different way. Maybe the text font could be different? Regardless, it still catches my attention.
• I like the geometric background and the colors used
• I love the geometric design in the background. The slight change from all black to the colors in the rest of the graphic helps make it pop.
• I think the “Let's Save Lives” and “Be An Organ Donor” should be slightly bigger. I don’t believe it stands out enough to catch everyone's eye.
• If the goal is to direct people to the LCO website, the URL needs to be larger.
• It is a little cold feeling, i think.
• I'm not drawn in by the color
• Let's Save Lives and Become an organ donor could be BIGGER :)
• Let's save lives might be more eye catching now a days
• Pictures of humans would encourage me to visit site
• Register at line could be bigger; it’s hard to read.
• Register site could be a bit bigger font
• Straight forward and an appealing look
• The colors make it easy to read.
• The font size for the website should be a larger it was very small. I get the message but someone else may skip it over if they can’t read it.
• The print is too small. Make it more eye catching
• The small needs to be bigger specially the website where to register
• Using a dark blue and light gray may make this pop a little more. Also, it would coincide with the Donate Life colors.
• We are Donate Life family and from Northern Ohio
• With the size, I think the register at Lifeconnectionofohio.org could be a little larger font. It’s a little hard for me to read.
7. Is the above graphic easy to read and understand?
82.43% Yes (61 votes)
17.57% No (13 votes)

8. Is the above graphic visually appealing?
87.84% Yes (65 votes)
12.16% No (9 votes)

9. Would the above graphic catch your eye on your social media feed?
86.49% Yes (64 votes)
13.51% No (10 votes)

10. Would you share the above graphic with others?
75.68% Yes (56 votes)
24.32% No (18 votes)

11. After seeing the above graphic, would you visit Life Connection’s website or social media account?
36.49% Yes (27 votes)
48.65% Maybe (36 votes)
14.86% No (11 votes)

12. Please provide any additional thoughts, comments, & suggestions.
- Too much info. Why the chair? On a diagonal makes it hard to read.
- Need to have life connections website where to register
- This is excellent!
- a little to busy
- Like this better
- Absolutely full of information to start a discussion
- It is too busy.
- I like it! But will everyone know what the green chair means?
- Need to include website or social media link.
- Very catching and eye appealing. No site to direct for further info
- Its a lot...like not a ton of information but I feel like its kinda busy, which is strange because there isn’t a ton on there. Also confused by the “generous donors”...what did they donate/it kinda sounds strange.
- I’m not sure why the chair is on the graphic. And the numbers should include
organ and tissue donation to make them easier to understand
• Very informative and hopefully will encourage people to sign donor
cards
• Way too much i information in the box
• Too busy. Would probably scroll right past it
• Don’t see the URL if I wanted to go to the website
• Are the statistics for just Ohio? The US? Is the 46% across the board? It’s confusing since there’s an Ohio shape and a US shape. Perhaps add a footnote or additional text to explain. And, are the generous donors separate live donors?
• I think the chair is associated with Life Connection, but it’s use in the ad is confusing. Someone who’s never seen an ad or interview would not understand why the chair is there.
• What’s the difference between the 461 deceased donors and the 93 generous donors? It’s a bit confusing.

13. Are the above PowerPoint slides visually appealing?
79.73% Yes (59 votes)
20.27% No (15 votes)

14. How would you describe the design of the above PowerPoint Template?
6.76% Fun (5 votes)
51.35% Professional (38 votes)
35.14% Both (26 votes)
6.76% Neither (5 votes)

15. Please provide any additional thoughts, comments, & suggestions.
• Slides look like they belong to different presentations-I prefer consistent backgrounds
• Print is to small and nothing really jumps at me
• Don’t like
• Great information for someone to understand
• I think different colors would be better. The colors detract from there presentation.
• Less words and more graphics to match what is trying to be portrayed.
• Lots of words, I like the 80/20 rule. Picture to writing.
• I like that each slide is not just white, keeps it more interesting
• I like the mosaic pattern
• Power points remind me of school, meetings, work so I would skip them
• Bullet points/less text on slides is always best
• I can’t enlarge the PowerPoints to read them. But what I see looks good!
• Love these designs!
• Graphics are cohesive together as well as individually appealing.

General

16. Were you previously familiar with Life Connection of Ohio?
81.08% Yes (60 votes)
18.92% No (14 votes)

17. Do all of the items represent Life Connection’s brand?
82.43% Yes (61 votes)
1.35% No (1 votes)
16.22% I am not familiar with Life Connection. (12 votes)

18. Did all of the items act as a visually cohesive unit?
90.54% Yes (67 votes)
9.46% No (7 votes)

19. Please provide any additional thoughts, comments, & suggestions.
   • While I know the meaning of the green chair for Team Ohio, I don’t Know the connection with Life Connection Ohio. Might consider figuring out a bridge that makes the connection. Otherwise, it’s a just a chair
Conclusion of Evaluation

After analyzing the survey results, I do feel there is some work that needs done. For example, I need to make sure website links are larger and able to be read. Many of the people in my survey commented that they wish some of the text was larger. However, I do acknowledge that the survey software and the medium it was being viewed on may have impacted this. Nevertheless, this is an easy fix.

There may have also been some survey bias with the PowerPoint review. I wanted people to focus on the design of my slides; however, I displayed the samples that had Lorem Ipsum filler text. Many people commented that there was too much text. Therefore, I can assume that a portion of survey takers were judging the PowerPoint Template based off the filler text and not the design. If I could redo the survey, I would adjust how I had created some questions and shown the deliverables.

Overall, I am going to talk to Kara and Kelly to discuss the survey results to determine what we should change (if anything). There seems to be some easy changes that could be made to make some of the deliverables more concise and logical. Although our original deliverables have changed, the survey did show that 90.54% of respondents thought all deliverables were cohesive. Then of the 62 respondents who claimed they were familiar with Life Connection (in question 17), 98.39% said the pieces fit Life Connection’s Brand. Therefore, I do feel like I was able to provide a cohesive and intriguing set of deliverables to Life Connection.
Industry Trends: There are multiple trends within the packaging industry currently. Some of them include, digital printing, personalized packaging, recycled packaging, flexible packaging, etc.

Industry Growth: Currently, digital printing is a huge anticipated growth area for packaging. The various printing methods are slow to evolve, so it is important to note that digital printing is improving. Digital allows for more variable data printing, more variable data printing,

Fiscal Responsibility/Needs

Leisure Budget: My proposed budget does include hobbies and other leisure activities. I based it off my current budget. Since I already live on my own, adjusting to my new post-graduation income, gave me more leisure money.

Financial Future: When I have a steady income, I would like to start looking into retirement plans and 401K. I currently have my savings account that Matt and I invest 25% our paycheck into. I feel this is a good first step towards preparing for a healthy financial future.

Going Back to School: Looking at my 5-10 year plan, I do not think that I need to pursue another degree; however, if I were to, I would specifically packaging related. This way I would have more of a foothold within the packaging industry. Since our current major is so broad, sometimes we need more knowledge in a specialized area.

Continuing Education: I am not interested in a management position in my industry. However, I would enjoy becoming a Senior Packaging Designer. This way I would be able to continue doing what I enjoy while having some say in the outcome of events. The average national salary for a Senior Packaging Designer is $80,783.

Potential Salary Range: I am not interested in a management position in my industry. However, I would enjoy becoming a Senior Packaging Designer. This way I would be able to continue doing what I enjoy while having some say in the outcome of events. The average national salary for a Senior Packaging Designer is $80,783.

My Work Ethics: I am a very driven worker person as well as a perfectionist. As a worker I value quality over quantity. I will put extra time into a project to ensure it turns out to my standards. I am overall a hard worker.

Lease Term Goals: My long-term financial goals are to have enough money to afford a home and a new car. My fiancé and I are already starting to think about home down payment. Afford a home and a new car. My fiancé and I are already starting to think about home down payment.

Potential Budget Adjustments: The budget I have made has proved to me that I am ready for whatever financial changes come with relocation. I currently live on my own (with my fiancé), so I am used to paying for groceries, bills, etc. If there is anything, I would like to start saving for a house. This will require Matt and I to continue funneling money into our savings account after our wedding has happened.

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Reflection

Summary of Development Process

I have been actively working on this project for a whole academic year and conceptualizing it for even longer. Therefore, I started this project with a plan of action. Since I had worked alongside Life Connection since my dad’s double lung transplant, I had an abundance of knowledge about the organization. So before officially meeting with Life Connection, I prepared a list of questions and ideas to discuss with Kara and Kelly. Through this meeting I was able to develop a list of potential deliverables. The time between fall and spring semester was then used to narrow the list down to something manageable.

When I started working on the actual deliverables, I first looked at what the organization currently used and reflected on my notes from past meetings. This helped me get an idea of what Life Connection was looking for. From there, I spent a lot of time looking at inspiration on the internet and collecting a folder of ideas. During this process, I also began making sample sketches to help organize my thoughts.

One of the largest mistakes a designer can make is jumping right into a project. Over my college career, I have gotten better at avoiding this mistake by taking the appropriate preparatory steps. However, sometimes this is easier said than done. There were several points where I would jump right into Illustrator and had to take a step back. One example of this would be with the Social Media Graphic. I began designing it and then thought about the big picture goal: cohesiveness. At this point I had to take a step back and develop a kit of parts that I could use throughout the deliverables. With the pattern and color scheme determined, designing was much easier.

Once I would complete a deliverable, I would then upload it to Basecamp, a project management system, and wait for approval from Life Connection. After a couple days, Kara and Kelly would respond to me with small changes and I would go through with revisions. Overall, the project went smoothly; however, COVID-19 did cause issues with my project. Due to circumstances, the deliverables I was developing for Life Connection changed drastically from beginning to end. When issues would occur, I would communicate with Life Connection and develop an alternative. For example, since all Life Connection events were cancelled, I could not take pictures at the Toledo Walleye or Cleveland Cavalier game. Therefore, we discussed other potential deliverables and went from there. This is how I came to work on the Life Connection PowerPoint template, a deliverable that was not originally on my radar.
Lessons Learned

This project has taught me a lot. Firstly, it has taught me how to manage a project over a semester and how to be flexible. COVID-19 made sure to test everyone’s adaptability this year. As I discussed above, Kara, Kelly, and I had to work together to adapt to the ever-changing situation. In real life, plans do not go perfectly. There is always going to be a situation that messes with order. This can be as large as a global pandemic or as small as disapproval of a deliverable. The longer a project lasts the more likely there is to be a hiccup in the original plans, so one must be always ready for change.

In addition, I have learned that I need to clarify up front how my client and I are communicating and sharing files. When I first met with Kara and Kelly, I was originally planning to do weekly in-person meetings with them. However, at the start of the spring semester, it took us almost a month to find a meeting time. At that point I suggested using Basecamp so we could share file easily and securely. Therefore, moving forward, I posted all finished or approval pending files to Basecamp with a descriptive explanation of the product. However, there was some confusion over the files being on Basecamp. During the last few weeks of this project, I learned that Kara and Kelly were not utilizing the software. Instead, they were electing to only look at overview emails that Basecamp sent out. Therefore, whenever I posted an item, they saw a preview, but none of my notes. This began to cause an issue with some deliverables that were not heavily discussed, like the PowerPoint template. In addition, since Life Connection did not utilize the file sharing software, I had a bunch of important information scattered throughout our emails, text messages, and word documents. If I had taken the time to clarify how we were sharing files and communicating, odds are communication and organization would have been easier.

Finally, I have also learned how to be more accepting of criticism. As a part of this project, I posted a survey to Facebook to receive a community critique of my work. I typically do not do well with criticism, so putting my work out there was very difficult for me. I felt let down when I saw that people did not like my designs. I quickly let the negative feedback get to me and had to take a step back from the project for a while. Some deliverables received about an 80% acceptance rate. The results were detrimental to my perfectionist mindset; however, I had to look at it and remember that I can not please everyone. Pleasing approximately 80% of respondents is a good thing. After discussing this with my advisors, I have realized that this is a lesson I will continue to learn as I enter the real world.
Deliverable Critique

Overall, I am proud of the deliverables I have created. My favorite deliverable is probably the custom PowerPoint template I developed for Life Connection. Unfortunately, they told me last second that they did not care for the pattern I had used for it and instead wanted me to just embed their logo into their old templates. The new deliverable I am not the biggest fan of. I personally think that it does not fit together as a cohesive unit with the others and looks clunky. However, there is not much I can do about this as the client has the final say when it comes to deliverables. Therefore, if they want something that I do not care for, there is not much I can do about it. If the client is happy, I am doing my job. As for my other deliverables, I am content with how they turned out!

Work Ethic Critique

Since I have been working on this project for about a year, I have had to use a lot of motivation to keep moving forward. I always put 110% effort into everything I do. One of the benefits of being a perfectionist is that I can guarantee that I will keep messing with a creation until I am proud of the outcome. Unfortunately, I also get burnt out quickly. Therefore, there were weeks on end where I would not want to do anything. This would lead to moments of procrastination and then to a lot of stress as I pushed myself to meet my high expectations in a short time frame. Overall, I was able to push myself to complete everything to my standards. I just wish that I could learn to not procrastinate on projects.

Changes

If I could go back to change anything about this project, I would have set specific communication standards upfront. As I mentioned above, communication and file sharing methods caused some issues with my project. If I could go back to my first meeting with Kara and Kelly, I would have discussed this subject more thoroughly with them. If I had done this, I would have learned that they are very busy individuals, so meeting in-person weekly was not practical. I would have then made sure to give them a tour and explanation on how to use Basecamp. Since this was a new software to them, I do not think they took the time to learn it. If I had taken the time to show them how easy Basecamp is to use, I feel they would have been more likely to utilize it. This change alone would have saved my client and I a lot of time and kept our project organized.

I would have also taken more opportunities to check in with Life Connection before completing a deliverable. In my process, I typically took what I had discussed with my client and designed a finished deliverable. Instead, I should have made several mock-ups and asked them which they liked best. This method would have benefited my client better as they would have had more input in the deliverables. This tactic could have also prevented the miscommunications that we encountered with the custom PowerPoint template. However, I think I did a good job overall!
Annotated Bibliography


This article describes the three largest struggles that nonprofits face and provides recommendations on how to overcome them. For example, most nonprofits struggle with retaining/engaging donors, sustainability, and a of resources. Therefore, organizations should aim to create lasting relationships and honor those who invest, while developing relationships with key organizations that have like-minded goals.


This will be a great tool for understanding the creation of a Social Media Marketing (SMM) Plan. Within the article it breaks down a variety of social media platforms, including Facebook, Instagram, Twitter, and LinkedIn, and explains when to post for the best results. In addition, the source explains what knowledge can be gathered from each posting that an organization makes.


This is a trustworthy resource that provides up to date statistics related to organ sharing. It was recommended to me by Life Connection as a tool the organization uses for all their data. This is a primary resource for information that is prominent to my project.


This resource is a helpful guide in describing how to make a custom PowerPoint template though Illustrator. It provides a step by step guide and insists that custom PowerPoints are crucial to marketing endeavors. This resource allows me to craft appealing PowerPoints using tools I am familiar with, rather than attempting to design within PowerPoint.

This book helps students understand how to go about working alongside a nonprofit organization when specifically related to service learning. It will be helpful with providing resources and strategies for reflecting on how to apply academic expertise to organizations. It is essentially considered a guide for college students who are engaged in service learning.


This article discusses some of the most common challenges that nonprofit organizations face. Since I will be working with Life Connection, which is a nonprofit, it is important that I understand how these organizations function in the community. For example, funding tends to become a problem when prices keep increasing and program growth is most dependent on the impact it makes on stakeholders/partners. Therefore, a lot of weight falls upon the employees of nonprofits. Many nonprofits (including Life Connection) has a small staff that must overcome a large quantity of tasks such as planning, community outreach, and fundraising.


This site discusses the effectiveness of advertising at large and how we can avoid the barriers of great advertising. It also provides steps for creating great advertising. It describes and aids in the process of locating advertisement starting points.


This webpage is sponsored by the Center for Organ Recovery & Education (CORE) and helps to provide statistics and answer the questions that the community may have about organ donation. On this page, common organ donation myths are dispelled. Since many of these myths are believed by the public and contribute a negative outlook on organ donation, this article helps to understand them.


This is the official site of Life Connection of Ohio. It is constantly being updated with information regarding events, statistics, and information about the organization. This is a helpful resource which provides me with up to date information.

This webpage is run by a creative company that performs freelance work. It is an excellent source for understanding how to write terms and conditions. By browsing the organization’s current terms, I can get an idea of what terms are necessary to me as a freelancer and what can be left out.


This article helps to explain how web users interact with webpages and how this has changed over the years. For example, the human attention span has decreased from 12 to 8 seconds in just 15 years; now it is shorter than that of a goldfish, so the page only has a few seconds to grab the user’s attention. Most users skim through webpages, so it is also important to use less than an 8th grade reading level to maintain users and readability. The source then goes to explain several methods for improving the readability of an article. This is a useful tool in creating digital content and updating web copy.


This source is complementary to the one prior to it and goes to explain the strategy of using an article to make an impression on a user. It explains that there are six different characteristics of ideas that cut through noise and stick with people. Those ideas are typically, simple, unexpected, concrete, credible, emotional and/or contain a story.


This webpage is a part of the International Foundation of Employee Benefit Plans and is tasked with keeping employees up to date with benefits. This includes the standard mileage that the Internal Revenue Service (IRS) mandates. This is useful in determining how to price one’s travel for freelance purposes.


This blog entails a freelance designer’s journey in understanding how to price himself. As freelancers, there is no set method of pricing. The author incinuates that pricing strategy can make a difference in you much work you must do to live comfortable. He describes the differences between hourly rates and project based pricing. According to the author, project based pricing puts more of a focus on the quality of the item and less on the time spent.

This article provides multiple useful photography tips and strategies for shooting events and getting the most out of the experience. For example, the photographer should set up the shot and wait for expressions, fill the frame, and anticipate what is going to happen. While it is important to get a variety of posed shots, aim to make attendees comfortable and capture a variety of candid shots.


This resource helps to explain that nonprofits can have amazing social media outcomes although they lack the big budget that large firms have. Organizations such as UNICEF, World Wildlife Fund, and American Red Cross, were all successful in gaining avid interest via social media in 2016. Therefore, the most cost-effective tool available is the social media pages of others. The article goes to explain that we should study their marketing plans and tweak them to benefit our organization. This is useful in developing a SMM Plan.


This source is managed by the U.S. Department of Health and Human Services. It is completely dedicated to the government’s information on organ donation and transplantation. On this site, I will have access to current statistics and stories. Since it is run by the government, it provides me with a national perspective on organ donation.


This resource explains photo tips that are beneficial to nonprofits and is useful for developing PR and photo content for Life Connection. The article suggests that quality is key and how to use a photo to convey a message. The page also recommends that the organization develops a list of shots, such as headshots and event photos, prior to an event.


This article helped to explain how and why social media is important to nonprofits, since they are not trying to sell anything. Instead, it works to improve the organizations ability to engage with its supporters and further reach. The resource goes to explain how to reach and monitor key influencers, such as citizens (volunteers, donors, etc.), professionals (partners, journalists, etc.), and VIPs (local celebrities, musicians, etc.), to spread the reach and effectiveness of content.
The guide is specifically developed for nonprofit use and aims to help all organizations learn how to best market themselves. The guide includes information on how to set social media goals that support the organization’s goals, identify core audiences and develop personas, determine which platforms to focus on, create social content strategies, cross-promote, and measure results.