



2016 DESIGN FOR GOOD
CHANGEMAKER
SERIES

*How can we get creative about
building solutions to address homelessness?*

JOIN DESIGN FOR GOOD SEATTLE AS WE CONTINUE OUR PROGRAM
OF NETWORKING, WORKSHOPS AND COLLABORATIVE PROBLEM SOLVING
ALL FOCUSED ON THIS YEAR'S THEME: HOUSING AND HOMELESSNESS.

KICKOFF

Define

APRIL

**WORKSHOP
WEEKEND**

Ideate

MAY

**PROJECT
DEVELOPEMENT**

Create

JUNE - SEPT

SHOWCASE

Celebrate

SEPTEMBER

AIGASEATTLE.ORG/DESIGNFORGOOD

AIGA Seattle



DESIGN
FOR
GOOD

DESIGN FOR GOOD CHANGEMAKER SERIES 2016

Design for Good is a movement to ignite, accelerate and amplify design-driven social change, created by AIGA, the professional association for design.

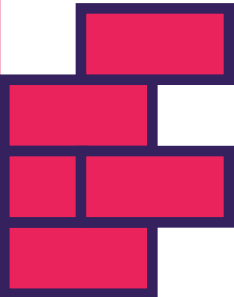
The Design for Good Changemaker Series unites teams of creative professionals with nonprofits and social impact organizations. Teams then work to advance the organizations' missions using design thinking tools, sustainable frameworks and creative tools. Each year we rally around a new issue.

THE PROBLEM

Seattle Mayor Ed Murray and King County Executive Dow Constantine have declared a state of emergency on homelessness.

“Seattle is facing an emergency as a result of the growing crisis in homelessness. The City is prepared to do more as the number of people in crisis continues to rise, but our federal and state partners must also do more. Cities cannot do this alone. Addressing homelessness must be a national priority with a federal response.”

ED MURRAY
Mayor of Seattle



DESIGN FOR GOOD CHANGEMAKER SERIES 2016

THE EVENTS

KICKOFF

Define

APRIL

Learn how design thinking principles can address social change and discover the missions and challenges of social change organizations tackling housing and homelessness at this keynote event, featuring speaker Mark Randall from Worldstudio.

WORKSHOP WEEKEND

Ideate

MAY

Two-day conference with inspirational facilitators. The project teams will gain insights into design thinking, reframe challenges, develop creative briefs, and formulate plans to help a local housing and homelessness organization. Progress made over the weekend will be a basis for the work done over the summer.

PROJECT DEVELOPMENT

Create

JUNE-SEPTEMBER

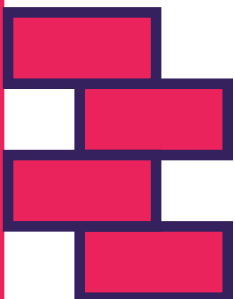
Project teams will work closely with their local impact organization over the course of four months to do research then develop and implement creative solutions addressing housing and homelessness.

SHOWCASE

Celebrate

SEPTEMBER

Celebrate the work accomplished by the Changemaker project teams with a party and exhibition. Learn how design for good can help address housing and homelessness challenges. Eat, drink, be merry and be inspired with the larger community!



SUCCESS

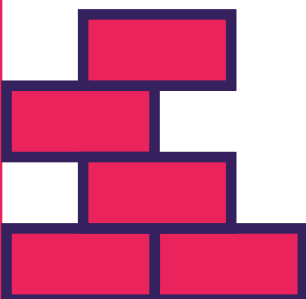
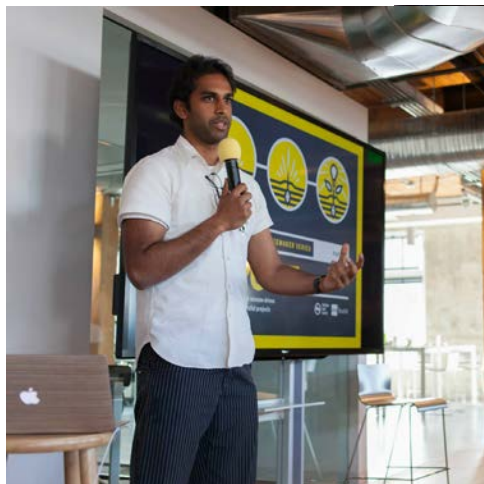
The inaugural year of the Changemaker Series united eight social change organizations with over forty volunteer team members to address local food challenges.

Project teams provided user experience research, new visual identities and branding materials, updated web designs and more. Causes included promoting access to fresh produce and healthy foods to low-income households, advocating domestic fair trade principles, eliminating food deserts, and empowering immigrant entrepreneurs to create an ethnic street food market in Seattle.

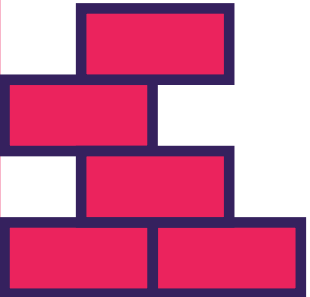
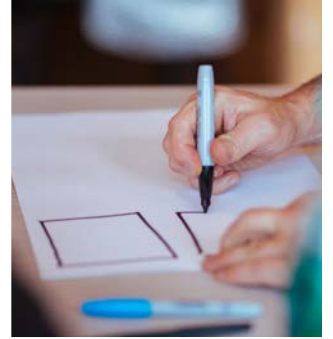
“What sort of impact do we expect, now that we’ve organized this project and are two weeks away from launching it? The Union Gospel Mission has about 50,000 supporters in Greater Seattle, and their goal is to convert about 10% of those to using the app or the service once per month...and if these people paid on average \$5 for that buy-one-feed-one dish. We’re talking about \$25,000 in new revenue for the Mission to feed those in need. That would feed an additional 10,000 people.”

JONATHAN KUMAR

Managing Director of FoodCircles



SUCCESS



TEAM MEMBER BENEFITS

Volunteer to use your creative superpowers for good!

We want designers, project managers, researchers, marketers, writers, developers and more. You'll hone your skills, develop your network and increase your visibility by using your talents to help local organizations.

If selected, you will join a team and be paired with a nonprofit or social change organization. You'll collaborate to define and frame challenges, identify potential solutions, and work together on the project over the next four months. AIGA Seattle will host check-ins over the summer for project teams to share insights and resources, get answers to questions and stay on track. Projects and deliverables will be highlighted at the Changemaker Showcase in September to celebrate your great work.



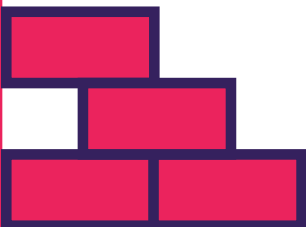
- Experience an experimental environment of creative collaboration. It's like participating in a long-term hackathon that provides key deliverables to tackle real social challenges.
- Utilize opportunities for networking and learning within the housing and homelessness sector and the creative community.
- Collaborate with a creative and diverse set of designers, project managers, strategists, writers, researchers and more.
- Learn and utilize design thinking principles, tools, strategies and frameworks that you can take with you for other projects.
- Share a sense of purpose with others who are passionate about the cause.

“Work that feels like it has some actual impact and real meaning—that’s a really great thing to be a part of.”



BRIAN O'SHEA

Designer on FoodCircles Team



GENERAL FAQS

Q: Why are you doing this?

A: Homelessness is an emergency in our area. Our local community is struggling with issues around access to fair housing. We believe the design thinking methods and sustainable frameworks that we use in our daily design and creative practice can have a large impact when put to use towards aiding important social challenges. Creative professionals have a desire to volunteer and use their talents to tackle local social problems, like housing and homelessness.

Q: How long does this program last?

A: The Changemaker Series begins with a community Kickoff in April, a project team Workshop Weekend in May, project work and check-ins during the summer and the Showcase to celebrate in September.

Q: How do I sign up to participate in this?

A: We request that nonprofits and social change organizations submit applications by the end of March. Volunteer creative team members should sign up by the end of April.

Q: What is the time commitment?

A: We ask that project team members and social change organization clients be available from April through September. Attendance at the Workshop Weekend in May will be mandatory for the teams and clients to go through the workshop together. We will host check-ins between June and September.

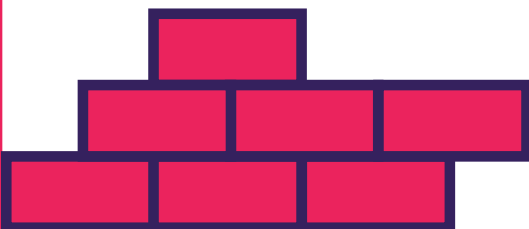
Time commitment will depend on the size, scope and components of each project. Please be open and forthright about your availability and time constraints. Part of the matchmaking process will be to gauge your capacity and availability. Work each week may vary but from experience, team members may put in about 2-12 hours a week and clients from social impact organizations may put in approximately 1-5 hours a week.

Q: I can't volunteer or attend but I know someone who is interested. What can I do?

A: Have your friend apply to be a project team member and use their talents to help address housing and homelessness issues.

Spread the word about this initiative, attend our Kickoff to find out more about Design for Good and the Changemaker Showcase to celebrate and see what other project teams have done. Feel free to invite friends and colleagues who might want to get involved.

Attend PourBack events to recognize others who use design for good: pourback.com



TEAM MEMBER FAQS

Q: I don't consider myself a creative or designer. What skills are you looking for?

A: We encourage people with all kinds of skills to apply to join a team. This includes, but is not limited to: designers, researchers, project managers, marketers, strategists, content writers and developers. Identify your skills and abilities in the Project Team Application so we can match you to the best team and project.

Q: What level of experience are you looking for? Is it okay if I'm a student?

A: We are looking for project team members from a variety of backgrounds. Everyone from advanced students to professionals with decades of experience are welcome to share their talents. You will be able to indicate your experience level on the Project Team Application so we can create balanced teams.

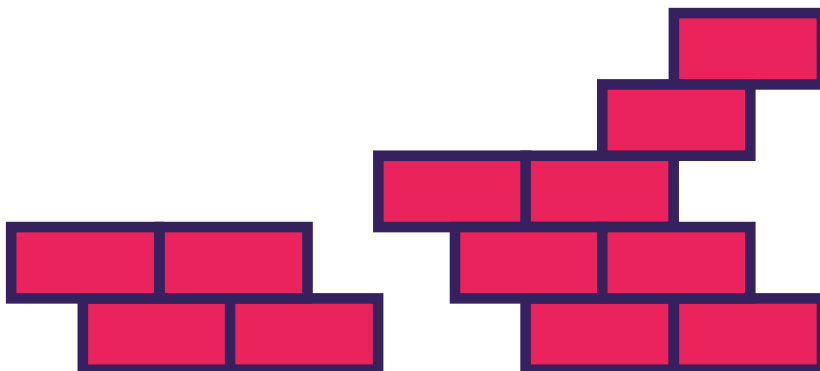
Q: Is this purely volunteer based or is there compensation involved?

A: We ask that team members volunteer their time to give back to the local community. As such, please be candid in sharing your availability. This is more than pro bono work; it is like a long-term hackathon that provides real deliverables to organizations addressing housing and homelessness. This is more than building your portfolio; it is an opportunity for networking and community-building across disciplines and with nonprofits and social change organizations.

Your project may lead to other opportunities. Long-term ideas may also apply for our Pour Back Fund: pourback.com/contributors/

Q: I can't commit to a project. Is there another way I can give back?

A: Of course! Spread the word about this initiative and attend our Kickoff and Showcase events to learn more and celebrate Design for Good and the Changemaker Series. You can also contact us about volunteering for an event and check out Pour Back to see other ways AIGA is using design for good. pourback.com



CONTACT

Questions or want to learn more?

Please contact designforgood@seattle.aiga.org

or visit aigaseattle.org/designforgood for updates

