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	WORKSHOP WEEKEND	PROJECT DEVELOPEMENT	SHOWCASE
Define	*Ideate*	*Create*	*Celebrate*
APRIL	MAY	JUNE – SEPT	SEPTEMBER

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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 organizations and nonprofits to enact design-driven social change.

Join us as we continue a program of networking, workshops and collaborative problem solving focused on this year's theme: **housing and homelessness.**

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

Come to the Changemaker Kickoff event to hear from keynote speaker, Mark Randall, about designing for social good, Josh Hall from the City of Seattle about our city's response to the homelessness crisis, and this year's participating organizations to discover the challenges they face tackling housing and homelessness.
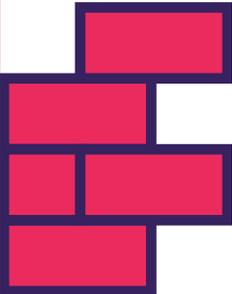
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THE EVENTS

Define
KICKOFF   APRIL 14

Learn how design thinking principles can address social change at this keynote event, featuring speaker Mark Randall from Worldstudio. Meet this year's participating social change organizations and discover the challenges they face tackling housing and homelessness. Learn more about getting involved and how you can participate in one of this year's project teams.

Tickets - $3 Students / $12 AIGA Members / $20 Public

Ideate
WORKSHOP WEEKEND   MAY 21 & 22

Two-day intensive design-thinking workshop with inspirational facilitators. 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. Breakfast, lunch, and happy hour food and drinks will be provided at no additional cost.

Tickets - $80 AIGA Members / $120 Non-members

Create
PROJECT DEVELOPMENT   JUNE–SEPTEMBER

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

Celebrate
SHOWCASE   SEPTEMBER 22

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 and be inspired with the larger community!

Tickets - Free to Workshop Weekend Participants/Project Team Members

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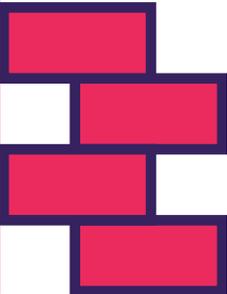
THE CHANGE ORGS

The Changemaker Series is thrilled to welcome this year's participating change organization clients:

REAL CHANGE

How might we... correct misperceptions about content and increase readership?

Learn more: http://realchangenews.org/

NORTHWEST YOUTH SERVICES

How might we... increase our community's investment in innovative programming that supports vulnerable youth?

Learn more: http://www.nwys.org/

SEA MAR COMMUNITY HEALTH CENTERS

How might we... reach more of our underserved homeless patients to increase their health outcomes?

Learn more: http://seamar.org/

PEACE FOR THE STREETS

How might we... effectively, consistently and efficiently share the message and mission of PSKS with multiple external stakeholders?

Learn more: http://www.psks.org/

DOWNTOWN EMERGENCY SERVICES CENTER

How might we... more rapidly engage and connect donors to our most pressing need: developing our Move In Kits?

Learn more: http://desc.org/

ALL HOME

How might we... create an aware and supportive community where all people have access to a safe and stable home?

Learn more: http://allhomekc.org/

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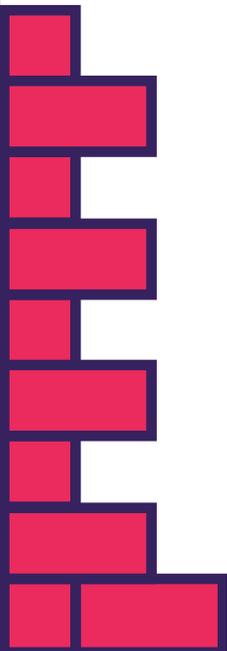
THE APPLICATION

Apply at aigaseattle.org/changemaker

Applications for creative team members are open through May 1st. Here we've provided a plain text version of the application questions for you convenience:

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* Required

1. **What's your name?** *
2. **What's your email address?** *

3. **Where do you currently work or attend school?** *
4. **What's your job title? What do you specialize in?** *
    Examples: Brand design, copywriting, project management, print design, web design, front/back end development, photography, business development, etc…
5. **How long have you been working in your field?** *
6. **Where can we view your work? Please provide a link to your online portfolio if applicable.**
    Please note that if you're applying as a designer, you must provide a portfolio.
7. **Please provide link(s) to your Linkedin profile or online resume.** *
8. **Any other strengths?**
    Do you have any other skills that may be useful for this project? Example: fluency in a second language and translation, etc..
9. **Describe your creative expertise and how you wish to apply it in the Changemaker Series.** *
10. **Have you worked w/ nonprofits or social change organizations before? Tell us about it.** *

Let's talk time & availability

Please answer the following questions to help us confirm that you're able to participate in the Changemaker Series events and able to commit time to the summer project.

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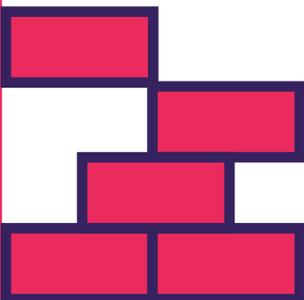
11. **Can you can attend both the Changemaker Weekend Workshop (May 21 & May 22) and the Changemaker Showcase event (September 22)?** *

12. **"I'd like to join The Design for Good Changemaker Series..."** *

    a. I'm interested in becoming part of a project team. I am able to attend both of the mandatory events listed above. I'm able to volunteer several hours a week between June-September to the project.

    b. I can't commit to a project team, but I'm able to attend the mandatory events listed above and I'd like to lend my skills as needed.

    c. Other

13. **On average, how many hours are you available June to September?** *

14. **Is there anything that may impact your involvement over the summer and early fall? If yes, please explain.** *
    Examples: School, long vacation, job search, etc…

Let's talk location.
Team's generally meet 2-4+ times a month June-September during the project phase. Please fill out the following questions to help us determine if you would be able to meet regularly with your project team.

15. **What city/neighborhood do you live in?** *

16. **What city/neighborhood do you work in?** *

17. **Will it be easy for you to meet your team several times a month, even if it means traveling outside of your neighborhood?** *

18. **Do you have a reliable internet connection in case your team needs to meet (via video conference) and work remotely?** *

19. **Is there a particular change organization that you are drawn to?**
    If chosen, we will do our best to pair you with an organization you are excited about, while also creating balanced teams.

20. **What are your hopes and expectations for this year's series?** *
    Please explain in 3-5+ sentences.

21. **Did you attend any Changemaker Series events last year?**
    If yes, which one(s)?

22. **Did you participate on a Changemaker project team last year?**
    If yes, which team were you on and what was your role?

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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

AIGA Seattle

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SUCCESS

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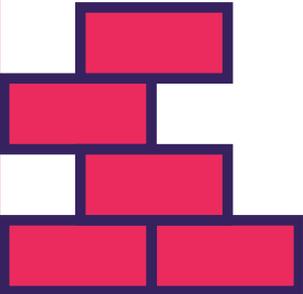
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TEAM MEMBER BENEFITS

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

AIGA Seattle

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FAQ

Q: Why are you doing this?

A: Homelessness is an emergency in our area and 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.

Q: How long does this series last?

A: The Changemaker Series begins with a community Kickoff in April. Projects start at the Workshop Weekend in May, and teams continue work over the summer with periodic check-ins through September. The series ends with a public celebration of the projects at the Changemaker Showcase in late September.

Q: How do I sign up to participate?

A: We request that nonprofits and social change organizations submit applications by the end of March. Applications for creative team members will be open through May 1st.

To apply, go to aigaseattle.org/changemaker and click "Apply Now".

**Q: Why do I have to apply for a volunteer project?**

A: We have a limited number of spots available on project teams. This year we estimate we'll have 5 projects teams with about 5 creative members on each team. Applications help us put together balanced teams to suit each participating organization's needs.

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, creative team members may put in about 2-12 hours a week. Clients from social change organizations may put in approximately 1-5 hours a week.

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

A: We are looking for 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, photographers and developers. Identify your skills and abilities in the Project Team Application so we can match you to the best team and project.

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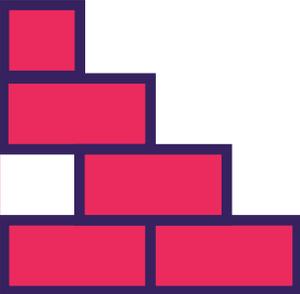
Q: What level of experience are you looking for? Is it okay if I'm a student?

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: What is a project team?

A: A project team is made up of a small group of volunteer creative professionals paired with a client or clients from a nonprofit or social change organization. Think of project teams like a small, pop-up creative agency tasked with a single project. Teams may vary in size but will likely comprise of 5 team members.

Q: How do the projects work?

A: Each social change organization will be presenting a challenge or project issue at the Changemaker Kickoff. They may be standalone challenges or ones that represent key milestones to that organization's ongoing work and mission. The deliverables for the projects are ones that will be scoped to be achievable within four months. Examples may be, but are not limited to: aligning brand perception; improving the ways the organization communicates with the community; raising awareness to programs and resources; and better understanding an organization's user experience journey.

Q: What change organizations are participating this year?

A: We will announce this year's participating change organizations at our Kickoff event on April 14th. Each participating organization does work related to this year's theme: housing and homelessness in Seattle.

Q: What are the requirements to be a project team member?

A: We are looking for a variety of skills and experience to create balanced teams for the projects. Team members must be able to attend both the Workshop Weekend dates, and participate consistently and reliably throughout the summer. Cost for project team members is $80 for AIGA members, or $120 for non-members, which covers costs for the Workshop Weekend, including materials, food and beverages, and entry to the Showcase event in September.

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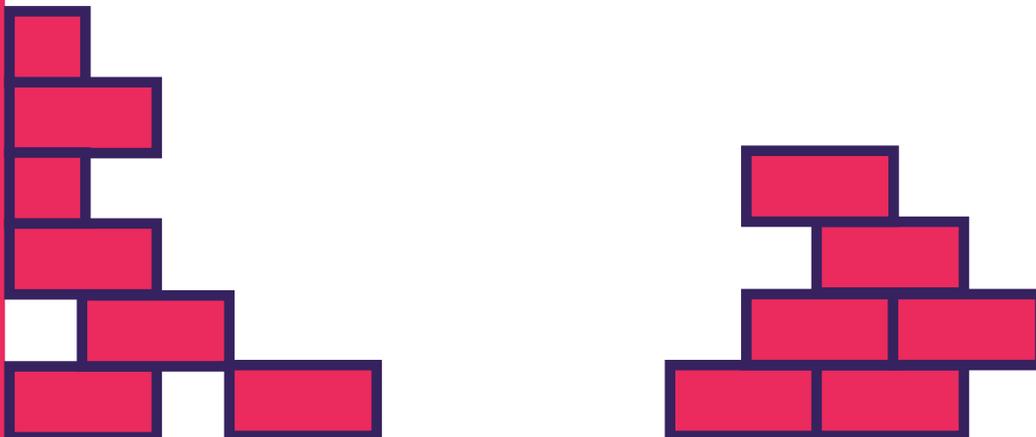
Q: Is this purely volunteer based or is there compensation involved?

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 or attend both days of the Workshop Weekend. Is there another way I can give back?

A: Of course! Spread the word about this initiative, attend our Kickoff to hear how design can make an impact on challenging topics like homelessness, and celebrate this year's projects at the Showcase.. You can also contact us about volunteering for one of this year's events, and check out Pour Back to see other ways AIGA is using design for good at pourback.com.

Q: I know someone who is interested in participating. 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. Feel free to invite other friends and colleagues who might also want to get involved.

Have questions or want to learn more?

**Please contact designforgood@seattle.aiga.org
or visit aigaseattle.org/changemaker for updates.**

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