**Persuasion in Design**: Project Brainstorming and Planning Name Kevlyn Walsh

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| Idea: *Describe your ideas for your campaign (multiple pieces that work together-all with the same message). What do you want someone to DO (buy, sign up, vote, attend, etc)* |
| I want someone to get *involved* with Global Orphan Prevention OR donate their money. My goal is to enhance awareness about what Global Orphan Prevention stands for and how the non-profit helps families in Nepal. With better awareness, people will be more inclined to help and get involved. My campaign will be a series promoting Global Orphan Prevention and directing people to the non-profit’s website so that they can learn more and decide what level of involvement they would like. People can sponsor an event, donate money on a monthly basis, volunteer at events, or even go to Nepal to help out first hand. |

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| Relevant information: *What details will you need to include in order to persuade your viewers. Be VERY specific.* |
| How the non-profit makes a difference in Nepal  What type of projects the non-profit is involved with (ie: running a school, helping young girls get an education, putting a stop to sex-trafficking, providing a source of income for families)  How your money/how your help will make a difference  Statistics about the issues in Nepal (to gain credibility)  WHO is the founder of the non-profit and why she’s someone you should trust and support  HOW being involved with the non-profit can benefit YOU as a person |

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| Target Audience: *Create a profile of them. How old are they, what do they like to do, are they male or female, what do they do in their free time? Answer as many questions about them as you can create in your mind.*  *Be DETAILED and SPECIFIC.* |
| Rich retired people ages 55-75 years old male or female  Enjoy attending elite events silent auctions, black-tie charity events  Live in Cherry Creek or Cherry Hills (or any affluent neighborhood in Denver)  Most likeky Republican and support small government  Concerned with investments and the stock-market  Fly first class  Love to read  Probably have been married twice  Luxury Private yachts  Private clubs  Don’t want to give their money away easily  Probably stuck in their old fashioned ways  Probably don’t know how to naviaget social media  Love to brag to their friends about how their making a difference in the world by donating their money to a good cause (hence why I need to convince them to donate to MY cause!)  Young Professionals ages 25-45 male or female  Concerned with the well-being of the world  Live downtown in fancy loft apartments/ or trendy house that is at least $500,000  Enjoy attending social events  Very saavy on facebook and social media  Concerned about their online image  Love instant gratification  Search for value in their purchases  Globally aware  Were probably slower to marry and move out on their own due to the economy |

**Research:** (Required) *Complete a research document in Word. Research is an essential phase of the Design Cycle and is what designers do to understand the subject of the design work they will be doing. It helps them organize thoughts, widen their knowledge base and spark ideas.*

1. Capture at least 1 page of information (text) about your subject in general. *Use at least 3 sources to compile your information and capture the links for those sources on this document. Do not include information you have not read through. You need to UNDERSTAND everything you are putting into this document.*

WE STRIVE TO KEEP MOTHERS & CHILDREN TOGETHER.

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​From addressing safe birthing practices to child sex and orphan trafficking, we provide  
effective and sustainable solutions to keep children with their families.

Orphan Trade: THE PROBLEM: 80% of children in orphan homes have living parents. Mothers have been widowed or abandoned and lack an income.  
​  
OUR APPROACH: We invest in social enterprise, so that mothers can afford to keep their children.

Child Trafficking: THE PROBLEM: Up to 10,000 Nepali women and girls are trafficked to India each year for sexual exploitation. Most are illiterate.   
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​OUR APPROACH: We invest in social enterprise to help generate income within identified trafficked villages. Profits are used to send daughters to school.

Safe Birthing: THE PROBLEM: Annually, over 300,000 women die during childbirth and 2.6 million babies are stillborn, many from preventable infections.  
  
OUR APPROACH: We conduct labor & delivery training, while providing birthing kits that include the 6 cleans required for safe delivery and to prevent infection. ​

**Vision and Values:**

Collaboration: Working with partners is vital to our success and allows for shared responsibility.

Human Connection: ​Understanding cultural norms through different lens and working with each demographic on a case-by-case basis us important.

Independence & Sustainability: Using social enterprise techniques contributes towards program sustainability.

Loyalty:  Not just showing up but coming back creates loyalty and reliability amongst partnerships.

Development: Approaching each program from a soft power method wile working  with local partners and communities to understand their desires contributes towards thoughtful program development.

Vision: We envision a world in which families are able to stay together, and where no child is forgotten or separated because of economic disadvantage in health, income, or circumstance. We envision the reverberation of a world in which the familial value will have an exponential impact beyond the individual

**Birthing Kits**

Every year around the world, over 300,000 women die during childbirth and 2.6 million babies are stillborn, many from preventable infections.

Each year, 41,600 babies (or 10% of births) in Nepal are stillborn or die before infancy, many from preventable infections.

“WHAT WE DO”

Birthing kits include the 6 cleans required for safe delivery and to prevent infection. World Vision identified a 20%-29% reduction in infection-related maternal deaths with hygienic practices at 90% of home births.

Kits and training reduce the spread of HIV.

**Child Trafficking**

5,000-10,000 Nepal women and girls are trafficked to India each year for sexual exploitation.

Victims are illiterate due to economic disadvantages and are lured and manipulated.

“WHAT WE DO”

Families are able to send girls to school through social enterprise and microfinance programs.

A $100 provides enough investment for a small farming business. Monies generated will support a daughter’s education.

**Orphan Trade**

80% of children in orphan homes have living parents

For-profit orphanages take advantage of widowed or abandoned Mothers that can’t afford to keep their children.

“WHAT WE DO”

By investing in social enterprise and microfinance, mothers are able to financially maintain their families.