

CASE HISTORY:

Service Organization Anniversary Calendar

Fast Facts:

- Historical images & narrative each month.
- Sold to members & distributed to community supporters.
- Key historical events featured with dateblock overprints.

Summary:

As a service organization's 100th anniversary approached, the organization's leaders seized the golden opportunity to reach out to supporters across the nation and build awareness of its mission.

Serving as both a link to the past and a bridge to the future, the calendar featured images of the organization's founders as well as memorabilia spanning its 100-year history. The final month of the calendar described the organization's initiatives for the future.

The organization distributed the calendar to community supporters (businesses and individuals) in addition to offering it to members for purchase. Filled with information about the organization's history, initiatives, and values, the calendar was an ideal tool for building awareness of its important work in the community.

The calendar also served as a membership retention tool, reminding members on a daily basis of why they joined and how their contributions were making a difference in their local communities and across the world.

