

Market and Message Statement

Strategic Planning Components

Literacy has become an important issue for growing minority and immigrant communities within the United States. Avance, the company behind this infographic, provides free parenting and early childhood education programs to low-income, predominately Hispanic families. Avance is a non-profit organization formed in 1973 and headquartered in San Antonio, Texas.

This infographic is intended to reach out to individuals who feel that making better education available to American families is a worthwhile cause. The target audience would include a variety of individuals ages 30-75 who have a disposable income and are likely to donate to non-profit organizations. Such individuals might recognize that literacy has played a large role in their own success. The target audience may not know much about the topic at hand, but will recognize the necessity of Avance's programs after viewing this infographic.

This graphic gallery is intended for viewing on Avance's website. The organization will use the infographic as a tool to help potential contributors realize the importance of making donations. The infographic also bears the logo and website information for Avance so that the viewer will be able to find the organization online easily if the company chooses to share the graphic gallery with news organizations or other Web pages of companies that support Avance, such as GuideStar or Social Impact Exchange.

As a non-profit organization, Avance relies heavily on tax-deductible donations from various contributors. Therefore, it is imperative that Avance actively continue to reach out to individuals to maintain a steady stream of funding. The impact and effectiveness of this infographic can be evaluated by measuring donations before and after the organization publishes the infographic. Avance can also track the amount of views that the infographic receives to show whether or not it is reaching the amount of potential contributors that it needs.

Publication Production Components

This infographic is meant to evoke compassion, charity and a sense of urgency in the viewer. The darker blues emphasize learning and education while the red-orange suggests urgency. The information is startling and serves as a call to action for any viewer who is in a position to benefit the programs that Avance provides.

Exceptions to AP Style in this work include the use of the % symbol, the use of numerals to represent numbers one through nine and some irregular capitalization.

Color (Infographic and M&M)

[Black]

[Paper]

R=19 G=97 B=169

R=19 G=22 B=99

R=255 G=83 B=61

Typography: Chaparral Pro

Head: Bold, 42 pt

Subhead: Regular, 12 pt

Body: Regular, Italic, Bold, Bold Italic

8, 10, 11, 12, 13, 15, 18, 20

Art Credits

Stacked Books

<http://www.istockphoto.com/stock-illustration-23177019-book-icons.php?st=4593773>

Businessmen

<http://www.istockphoto.com/stock-illustration-617417-business-people-silhouettes.php?st=ef081f7>

Open Book

<http://www.istockphoto.com/stock-illustration-23177019-book-icons.php?st=4593773>

Avance Logo

<http://www.avance.org/wp-content/uploads/2013/01/logo.png>



Reading Matters

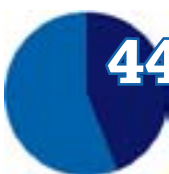
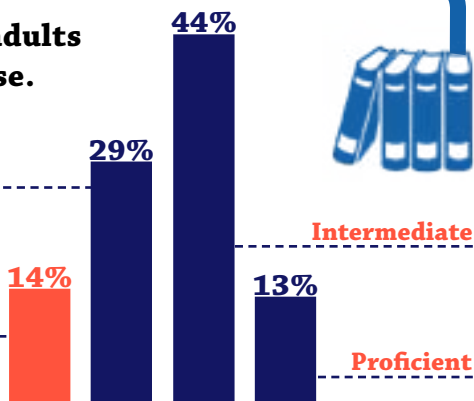
Literacy has become an important issue for growing minority and immigrant communities within the United States.

In 2003, 29% of American adults tested **Basic at reading prose.**

They could perform simple and everyday literacy activities, like reading their mail.

14% tested **Below Basic.**

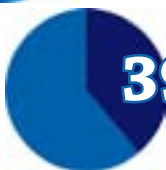
They had no more than simple and concrete literacy skills.



44% of adults with **Below Basic**

prose literacy did not speak English before starting school.

— **and** —



39% of adults with **Below Basic**

prose literacy are Hispanic.

Illiterate individuals are less likely to succeed.

2 out of 3 students who cannot read proficiently by the end of the 4th grade **will end up in jail or on welfare.**

About 1 in 5 adults reads at or below a fifth grade level...



...far below the level needed to earn a living wage.



Helping children learn to read will put them on the path to a promising future.

CLICK TO DONATE
WWW.AVANCE.ORG

AVANCE
Unlocking America's Potential

Sources
National Assessment of Adult Literacy
BeginToRead.com