



HOW CAN WE BOOST FUNDING - USING METHODS THAT ARE ALREADY BEING IMPLEMENTED?

*** ADDRESS “WAVES” OF CASH**

*** PROMOTE RED CROSS AWARENESS**

*** TARGET A BROADER AUDIENCE**

*** APPEAL TO PEOPLE’S EMOTIONS**



I
+
NY



+ PAST & CURRENT DESIGNS



+PRECEDENTS

© 1999
GAP (PRODUCT) RED™ JEAN

PRODUCT(RED)



UNCENSO(RED)



+ PRECEDENTS



FOREVER21

\$15.80



+ PRECEDENTS

I KNOW
MY MOM
ALWAYS SAYS
IF YOU WANT TO MAKE AN
IMPACT ON THE WORLD
MAKE AN IMPACT ON
ONE
PERSON
AT A TIME

MAT MORGAN RED CROSS VOLUNTEER
REPORTING FROM HAITI 03.11.2010

+ PROPOSED DESIGN