

School Fundraiser Flyer

Client Request

Coco Street Elementary School is hosting a fundraiser.

I am the principal of Coco Street Elementary School, and we are hosting our annual fundraiser. This fundraiser is important, as it alone has provided better quality textbooks and tech equipment for our staff and students. The goal of this fundraiser is just that. With cuts to our funding, we need to increase as many sales as possible. Think outside of the box. We are an elementary school—get colorful—get creative! This flyer doesn't need to match or contain our school colors, but please do make it colorful. Two- and three-color themes may accidentally identify other county schools. Five or more colors are necessary for the design. Fundraiser prizes include animal-themed plushies, sweatshirts and hoodies with our school name, and a gaming system as the grand prize.

Design Process

Use the following layout to help guide your process.

Project Deadline

When does the client need this project by and how long do you have?

Design Type

Think about the structure and template needs for your design. Is it minimal, maximal, abstract, modern, etc.?

Goals and Mission

What is the mission expected outcome of this design?

Target Audience

Who does the client want this ad to appeal to?

Color Palette

Research company colors or ask for preferences.

Size Requirements

What are the dimensions of this design, and does the client need more than one style or size?

Elements

Research what you are creating. Which elements fit according to company practices and client expectations.

Miscellaneous Requests & Reminders

Add all extra details and reminders. The more information you gather, the smoother your project will run.