

Indiana University Lilly Family School of Philanthropy (page 1)

Project: Print communications

Lilly School has eight different programs, each with its own need for a one-pager that can be used individually or as a suite of sheets.



In 2013 Lilly Family School of Philanthropy had become a bona fide school as opposed to just a center. Our task was to create nine new marketing flyers for each unit at the school that can be used separately or as suite to be included in the back pocket of the school's overview book.

Each sheet has a similar look and feel that is on-brand for Indiana University, but with varying amounts of copy, testimonials and images. ☹️

▲ LILY SCHOOL MARKETING SHEETS

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Project: Philanthropy Matters Magazine

Philanthropy Matters is a printed resource for the nonprofit sector, mailed directly to school alumnae/i and other subscribers.

The Indiana University Lilly Family School of Philanthropy is dedicated to improving philanthropy to improve the world by training and empowering students and professionals to be innovators and leaders who create positive and lasting change. The School offers a comprehensive approach to philanthropy through its academic, research and international programs and through The Fund Raising School, the Lake Institute on Faith & Giving and the Women's Philanthropy Institute.

One of the school's regular publications is *Philanthropy Matters*, a bi-annual, 8-page, full-color magazine that provides resources for the nonprofit sector:

- quick access to ideas and news
- relevant stories from people working in and supporting philanthropy
- upcoming school events
- practical, need-to-know results from the latest research conducted by the Lilly Family School of Philanthropy.

Stone Soup's role in the project includes design and layout, collaborating with the editor, implementing changes, managing and art directing the photography, coordinating print bids, overseeing print production, and conducting an on-site press check. ☺



▲ PHILANTHROPY MATTERS MAGAZINE