The logo features the text "school:" in a large, bold, black sans-serif font, with "BY DESIGN" in a smaller, blue, all-caps sans-serif font below it. The text is set against a background of blue horizontal lines and a red vertical margin line on the left, resembling a notepad.

# school: BY DESIGN

## Recruitment Documents

The documents in this file can be used to recruit the following participants for the *School: by Design* mentoring program:

- » High school or youth group
  - » High school student
  - » Design or architecture mentor
  - » Project sponsor to help with in-kind or financial donations
- 
- » Adapt these documents to reflect your program plans.
  - » In the lower right hand corner is an indication of who each page is for.
  - » Add your name, affiliation and contact information on the pages that you want to use.
  - » We suggest that you include some brief information about your organization when contacting potential participants.
  - » The font used is Helvetica, the document can be edited with Adobe Acrobat or Adobe InDesign.
  - » The native InDesign file can be found in the *School: by Design* section of the *Design Ignites Change* website at [www.DesignIgnitesChange.org](http://www.DesignIgnitesChange.org)

# school: BY DESIGN

## Challenging students to: redesign their school

**School: by Design** is a design and architecture oriented mentoring initiative. The program engages high school students to think about the pressing problems in their school in a mindful and creative way, and to come up with solutions that account for a diversity of ideas, perspectives and approaches to learning.

### Join us!

If you have questions, or are interested in participating contact:

**Insert Name**  
insert affiliation  
insert e-mail  
insert phone

For this initiative, high school students and mentors will **examine the school's "ecosystem" – how all the people, places, programs and things in the school interact – from the student's vantage point** to re-imagine a more sustainable school, one that will improve now and continue to grow and thrive in the future. The project will connect students to a subject they know well, and one on which they are likely to have strong opinions.

This program is an initiative of *Design Ignites Change*, a nationwide program that challenges students to use design thinking and innovation to explore and create solutions to pressing social problems, discover their potential and take action in their communities.

### We are looking for high school students

We are launching **School: by Design** in our community and we are looking for a public educational institution, school or after-school program to collaborate with. The program focuses on working with low-income, underserved high school youth, although this is not a prerequisite. The initiative is designed to make participation easy for you. We'll do most of the work. Here is a list of what we are looking for in a partner:

- » Supervision of the students by a faculty member or administrator from your organization.
- » An administration supportive of participation.
- » A minimum eight-week commitment.
- » Work with us to develop a work plan and timeline for the project.
- » Be willing to collaborate with us and other local experts for support, coaching and sharing of best practices during the life of the project.
- » Allow youth work to be exhibited locally, online and/or globally.

**In addition:** Projects will be eligible for a cash prize to fund the implementation of an idea within the school. All participating organizations will be featured in any promotion that we do for the project and on the *Design Ignites Change* website.

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*Design Ignites Change* Founding Partners: Adobe Youth Voices and Worldstudio.  
To learn more, visit [www.DesignIgnitesChange.org](http://www.DesignIgnitesChange.org)

# school: BY DESIGN

## Redesign your school

Many of the problems that you see in your school can be solved by design, or by using “design thinking” – the combination of unleashed creativity and executable actions.

**School: by Design** is a mentoring program that will pair you with a designer or architect to “redesign your school.”

### Join us!

If you have questions, or are interested in participating contact:

**Insert Name**

insert affiliation

insert e-mail

insert phone

### What’s this all about?

For this initiative you will work with a college or professional design mentor to **examine your school’s “ecosystem” – how all the people, places, programs and things in the school interact – from your own vantage point** to re-imagine a more sustainable school, one that will improve now and continue to grow and thrive in the future. The project will connect you to a subject that you know well, **and one which you will probably have a strong opinion about.**

### What do I have to do?

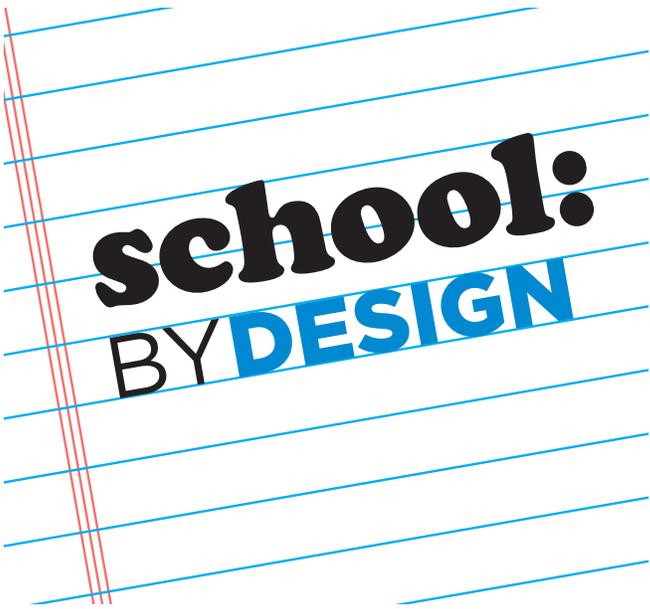
- » We’d like you to join us to develop a cool project with your mentor. We will find you someone to work with.
- » There will be a kick-off meeting where you will meet the other participants and your mentor. You must attend this meeting.
- » You will meet with your mentor in his or her office for six two-hour sessions over the course of eight weeks.
- » You will set the meeting times based on both of your schedules.

### Why should I do this?

- » It will be fun and it won’t take too much time out of your schedule.
- » You will learn about a creative profession.
- » Your mentor will help you realize your ideas and there is going to be an exhibition of the work at the end.
- » All participants will be featured on project website.
- » You will have a cool piece of artwork for your portfolio.
- » This is a great opportunity to be part of something with high visibility.

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# school: BY DESIGN

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### Join us!

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insert phone

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### We'd like you to be a mentor

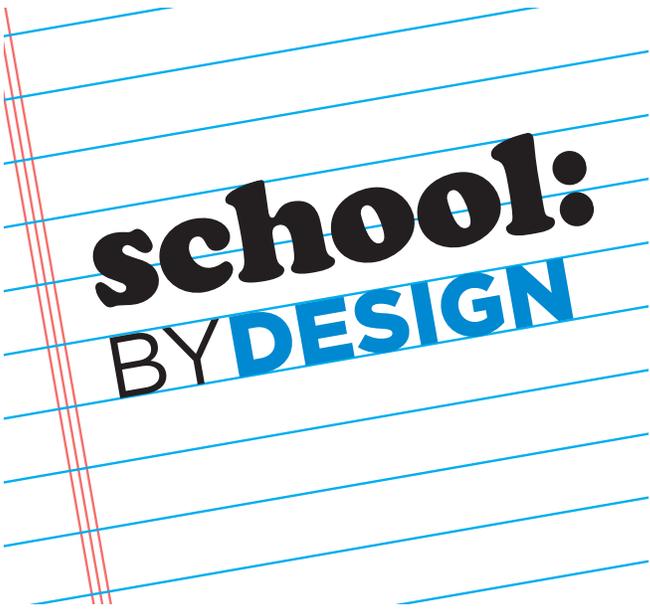
We are launching **School: by Design** in our community and we are looking for mentors.

- » We'd like you to join us by collaborating with a young person to develop a project.
- » We will find you a student to work with.
- » There will be a kick-off meeting where you will meet the other participants and your student, it is important that you attend this meeting.
- » You will meet with your student in your office for six two hour sessions over the course of eight weeks.
- » You will set the meeting times based on both of your schedules.
- » All participants will be featured in any promotion that we do for the project and on the *Design Ignites Change* website.
- » Projects will be eligible for a cash prize to fund the implementation of an idea within the school.

You do not have to have any experience in mentoring; a step-by-step set of guidelines and curriculum are available to make the project easy to execute. The material will give you the tools you need to successfully complete the project while providing a rewarding experience for the student and yourself.

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**At the end of the project we will showcase all of the work in the form of an exhibition.**

This program is an initiative of *Design Ignites Change*, a nationwide program that challenges students to use design thinking and innovation to explore and create solutions to pressing social problems, discover their potential and take action in their communities.

### The opportunity

We are launching **School: by Design** in our community and we are looking for sponsors to help cover the costs to run the program and to mount the exhibition. The program offers the following opportunities in exchange for an in-kind or financial contribution:

- » PR value of aligning with a national (and soon to be, global) non-profit program.
- » Visibility on any local materials generated for the program.
- » Inclusion in local press releases generated for the project.
- » Visibility on the *Design Ignites Change* website (link and name on the project page).
- » Inclusion in at least one story generated from *Design Ignites Change* that will be posted on the *Design Ignites Change* website and distributed through viral marketing efforts (e.g., Facebook, Twitter, LinkedIn).

The program can be leveraged in a number of additional ways depending on your own marketing objectives. We are open to hearing your ideas of how we can make this even more beneficial to your organization.

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