The Art of Fundraising

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The Art of Fundraising

Illustrate your future plans and rally your financial supporters

Clear images and communication materials will bring foundation members, parents, committees, donors, and community members into alignment with your goals.

Kick off your capital improvement fundraising efforts with a conceptual sketch that conveys your ideas early on, helping to raise seed money even before your foundation has invested in any architectural design.

Early in your design phase, an evocative watercolor rendering can keep your audience engaged in your vision without tying you to specific details. Later, highly detailed renderings answer any question.

Generate excitement at your fundraising events with enlarged renderings of your ideas. We also produce large photomurals from your archives of past or current students, highlighting the special character of your school.

We can aid larger capital campaigns with printed material and a web site highlighting your organization's mission and goals.

- Concept Sketches
- Renderings
- Rendered site Plans
- Brochures
- Websites
- Signage and murals
- Annual Reports
- Branded environments

"Jon's renderings were very important tools for our Capital Campaigns. We used them in our Annual Report and other campaign materials when we had nothing more than plans. We needed to convey to our supporters the look and the feel of the new buildings and Jon really brought them to life. Once the buildings were completed, we were able to show our donors that we had delivered exactly on what was promised."

Lach Reed, Director of Development
Windward School

Jon and Melissa Messer met in a high school art class and have been collaborating ever since.

Looking for ideas to excite your supporters? Give us a call!

(818) 368-8500

Buckley School – community Outreach

Architects:

PICA+SULLIVAN

The Buckley School's campus in Sherman Oaks had remained unchanged for 35 years until 2004 when new buildings were designed to keep the school's campus as current as its curriculum. The surrounding neighborhood council's support needed to be enrolled as well.

A series of conceptual renderings were produced to assist with the community outreach program, starting with a plan of the entire site and a series of individual perspectives of the new buildings. Building height study views also allayed neighborhood view-corridor concerns.

Campus Plan

New facilities and lawn

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Buckley School – Fundraising Rendering and Photomural

Architects:

PICA+SULLIVAN

Renderings were enlarged and mounted for the Patron Night event, illustrating the upcoming renovations and improvements to the parents who so generously funded this effort.

We created a 60-ft-long photomural from Buckley's recent photo archives to enliven the foyer of the new Performing Arts Theatre in time for this event. Parents enjoyed seeing their own students become a lasting part of the campus.

AUDITORIUM/GYMNASIUM

PHOTOMURAL IN AUDITORIUM FOYER

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Pacific Ridge School – Design Communication

Architects:

Carrier Johnson + Culture

The new Pacific Ridge School needed two interior views of its new library and student lobby to illustrate the advanced technology of these very modern buildings.

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Downtown Women's Center – Fundraising Sketches

Architects:

PICA+SULLIVAN

Since 1978, the Downtown Women's Center has been a shelter and support community center for homeless women in downtown Los Angeles. Some women live on site at the residence in private apartments.

A series of watercolor sketches depict the personal and homey atmosphere designed for the renovation of a 6-story building on San Pedro Street.

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St. Monica Catholic Church and School – Fundraising Renderings

Architects:

PICA+SULLIVAN

St. Monica Catholic Community has plans to build a new community center facility and reception/assembly facility. They are also renovating their gymnasium. They enlisted us to produce a birdseye view of their entire campus, a series of finished eye-level views, and their gym wall graphic system.

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St. Monica Catholic Church and School – Fundraising Renderings

Architects:

PICA+SULLIVAN

Eye-level views of St. Monica's Community Center.

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St. Monica Catholic School – Photo Mural

Architects:

PICA+SULLIVAN

This rendering of the St. Monica Gymnasium renovation plan includes a large and dynamic Athletic Hall of Fame photomural that we designed from the school's archive of yearbooks. When a new alumnus is inducted, a new panel is made for the event and it joins the wall, replacing one of the green archival panels.

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Heschel School – Concept Sketch for a Quick Response

Architect:

Sheryl Lyons

This quick sketch of a proposed classroom modernization created so much excitement from board members and parents that it helped raise 3x the target funds and launched an on-going campaign of campus improvement.

Classroom

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Don Bosco Technical Institute – Concept Sketches

Architects:

PICA+SULLIVAN

Conceptual design sketches.

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Mayfield School – Conceptual Site Plan

Architects:

PICA+SULLIVAN

Conceptual site plan that considers a new arrangement of traffic flow and building uses in an existing school.

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Windward School – Fundraising Renderings

Architects:

PICA+SULLIVAN

We began working with the Windward School in 1998. We continue to have a wonderful colaboration creating renderings and branded spaces as the campus develops and grows.

The ambitious program Windward embarked on is a great example of successful outreach, acceptance and fundraising. The school today has completely transformed into a modern, technologically advanced campus.

Student Drop-off

Science/Math Center and Music/Dance Center

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Windward School – Fundraising Renderings

Architects:

Pica+Sullivan

Sports Center

Campus View

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Windward School – Construction Signs

Architects:

PICA+SULLIVAN

We produced and installed signs of the renderings to keep enthusiasm high during the inconvenience of construction. Individual signs were also placed at each dig site.

CONSTRUCTION SIGNS

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Windward School – Athletic Department Branding

We designed and produced the Windward Wall of Champions, a school spirit space and visual reaffirmation of the school's commitment to an outstanding athletics program. This wall is highly visible from the athletic fields.

Concept presentations secure sponsorship before production.

Spirit Wall

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Windward School – Athletic Department Branding

Architects:

PICA+SULLIVAN

After redeveloping the department logo, we worked with the athletic department to redesign the gym floor graphics during the gym remodel to better suit their program needs. We also designed and produced new championship banners for a clean and consistent look.

WINDWARD ATHLETICS

GYM FLOOR GRAPHICS AND CHAMPIONSHIP BANNERS

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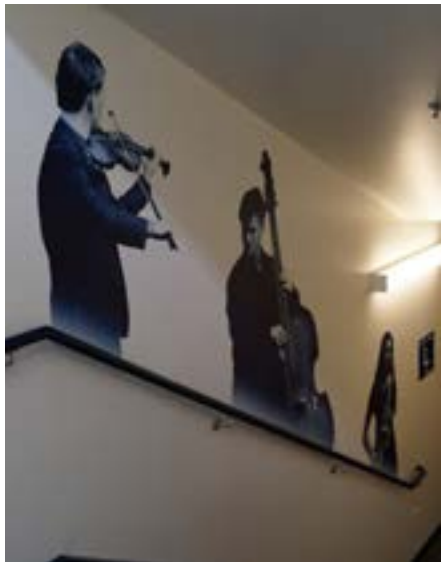
Windward School – Performing Arts Branding

Architects:

Pica+Sullivan

As Windward School's Arts Initiative re-envisions and expands their Performing Arts programs and facilities, we developed lighted signage, poster cases, and life-sized wall decals of actual students in performance to lead the way to the new below-ground rehearsal space. Donors truly appreciate a visible celebration of their support in addition to the naming.

Performing Arts Rehearsal Space Entry



Performing Arts Rehearsal Space Stairway

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Westridge School for Girls – Fundraising Renderings

Architects:

PICA+SULLIVAN

Established in 1913, Westridge School for Girls wanted watercolor renderings to evoke the tranquil beauty of their existing campus while illustrating the excitement and promise of their new buildings.

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TreePeople – Fundraising Brochure

Architects:

Marmol/Radziner

We worked with TreePeople's Development team to create a 16-page fundraising brochure illustrating TreePeople's mission to improve the quality of life for all Los Angeles citizens through urban reforestation and ecological education.

TreePeople's ambitious program involving people on a personal level required a new facility design that was ingeniously created by leading green design firm Marmol/Radziner. Our brochure, which included renderings of these proposed LEED buildings and an interactive site plan, was used to raise all of the funds needed to create this wonderful place that the whole city can enjoy.

Brochure front cover

Brochure outside back cover

Brochure Inside front cover

Brochure Inside back cover

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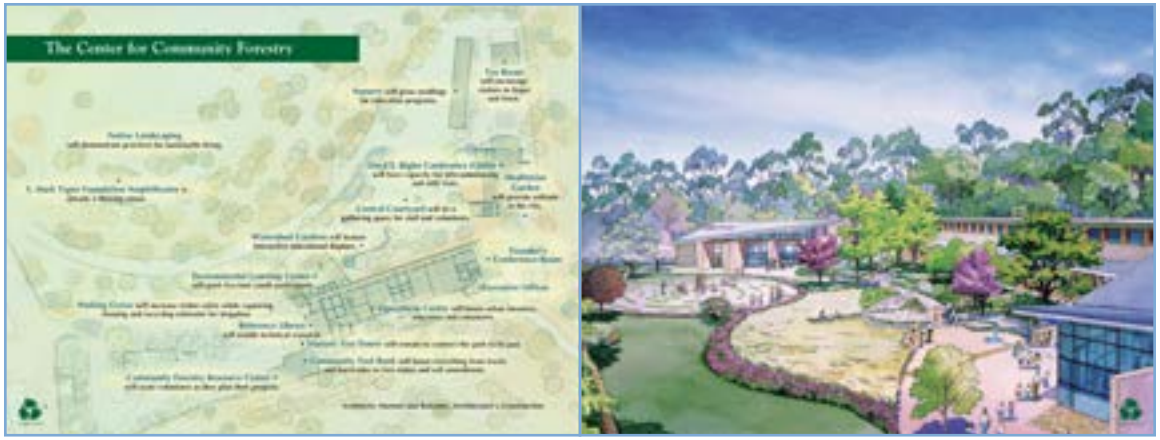
TreePeople – Fundraising Brochure

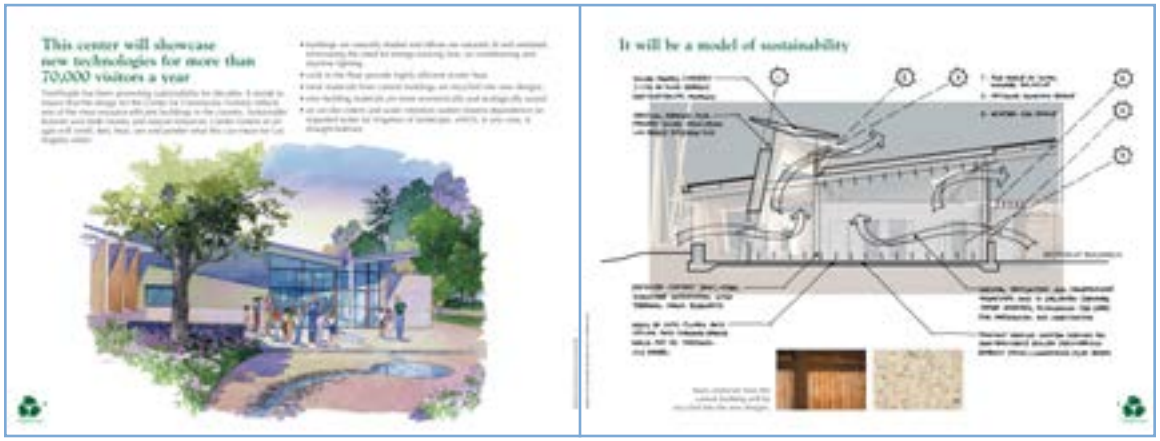
Architects:

Marmol/Radziner



Site plan with call-outs and bird's eye view rendering.

From inside brochure



Eye-level rendering of new center and section with call-outs describing sustainability features.

From inside brochure

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Vistamar School – Monument Sign Design and Production

Architects:

PICA+SULLIVAN

We worked with the Architects and the Vistamar development team to create this monument sign that incorporated elements of their iconography and philosophy.

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Flintridge Sacred Heart academy – Community Outreach

Architects:

PICA+SULLIVAN

Community outreach renderings in an ongoing capital campaign to renovate and modernize the campus.

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Flintridge Sacred Heart academy – Community Outreach

Many school campuses sit in the middle of a residential neighborhoods. When expansion is undertaken, the neighborhood is involved in every phase. This project was for signage during the inconvenience of construction to remind everyone about the future benefits to students.

Materials: Large construction signs, fence banners, light pole banners, and small standing banners.

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Windward School – Fundraising Event Promotional Materials

Special Event invitations, save-the-date cards, posters, and sponsorship forms. This client runs events that are fun and inspiring to stakeholders.

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