POVERTY SOLUTIONS — DIRECTION FOR LOOK AND FEEL
CONTENT DIRECTION

TONE OF VOICE
The overall tone of Poverty Solutions should be informative and compassionate. It should position the initiative as leading experts in the field engaged with the community. This initiative does not create programs that directly work with individuals and families facing poverty. It works through the programs offered by existing community organizations. It is essential that Poverty Solutions’ voice isn’t diminishing or patronizing, and that we position ourselves as partners with communities and policy makers engaged in this work.

HEADLINE STYLE
Use engaging, active, positive headlines that communicate the mission and impact of Poverty Solutions’ work.

EXAMPLES:
- Fostering positive change
- Partnering with communities
- Expanding access to opportunities
- Creating tomorrow’s leaders

TAGLINE OPTIONS
The Poverty Solutions tagline helps to quickly communicate its mission and impact:

POVERTY SOLUTIONS:
Partnering with Communities, Creating Opportunities

INFOGRAPHIC STYLE
The use of infographics offers a powerful introduction to the effects of poverty. The information presented in the infographics should be concise and easy to understand, while offering an impactful message that compels the reader to learn more. For templates, infographics should be broad and able to represent a variety of issues. For targeted marketing, the infographic should speak directly to the issue being addressed.

EXAMPLES:

43+ MILLION PEOPLE LIVED BELOW THE POVERTY LINE IN THE U.S IN 2015

CHILDREN ARE 1/3 OF THE NATION’S POOR
14.5 MILLION KIDS IN 2015

DETROIT & FLINT HAVE POVERTY RATES NEARLY 3 TIMES HIGHER THAN THE NATIONAL AVERAGE

1 IN 8 AMERICANS IS “OFFICIALLY POOR”

14.5 MILLION KIDS WERE CONSIDERED POOR IN 2015

HOUSEHOLDS IN POVERTY SPEND A HIGHER PROPORTION OF THEIR INCOME ON TRANSPORTATION EXPENSES

DETROIT & FLINT POVERTY RATES: ROUGHLY 40%
PHOTOGRAPHY DIRECTION

The Poverty Solutions marketing team (through Michigan Creative) will be working to build a library of images that highlights U-M programs, schools, institutes, faculty and students working toward solutions to poverty. Photos should emphasize work in action. Ideally photos would speak to both problems and solutions.

While this library of U-M photography is built, we have curated library of of stock photography focusing on specific areas (see below).

The image library is part of the Poverty Solutions tool kit. Check often; new photography will be added frequently.

STYLE/TONE OF IMAGERY

• Images should place emphasis on impact of initiatives (solutions in progress).

• Poverty takes many forms, so it is best to avoid the traditional, sometimes cliched, images typically used when speaking about poverty: soup kitchens, homeless people sleeping on the street, blighted neighborhoods.

• Imagery should have a local focus rather than an international focus.

• Images should highlight diversity.

• Images should be caught in the moment and highlight interaction (people working together). Images shot at dramatic angles can have greater impact.

AREAS OF FOCUS

• Education
• Housing
• Transportation
• Community health
• Nutrition/urban gardens/grocery access
• Children
• Transitional neighborhoods
• Local cities with highest poverty levels
DIRECTION OF LOOK AND FEEL

WHAT CAN BE DONE ABOUT IT?


The University of Michigan has a rich and proud tradition of research and teaching on poverty, and a growing network of top experts in the field. Poverty Solutions is taking this legacy to the next level by becoming a national leader in informing and testing new and innovative solutions for the prevention and alleviation of poverty.

A Unique Approach Fostering Positive Change

While rooted in understanding the causes and consequences of poverty, Poverty Solutions is unlike any other poverty initiative in the country. Its primary emphasis is on cultivating:

- Action-oriented, participatory research that tests interventions and programs;
- Experiential teaching that creates tomorrow’s leaders in the field; and
- Community partnerships that make useful findings accessible to policy makers and community leaders.

Learn More: poverty.umich.edu

Partnering with Communities, Creating Opportunities

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Partnering with Communities, Creating Opportunities
The Poverty Solutions tool kit includes InDesign templates for posters and handouts. There is also a template for email communications (primarily announcing events).

12” x 18” POSTER

EVENT TYPE — IE: BOOK SIGNING

Author: Kathy A. Ettin and H. Luke Shaefer
$2.00/Day, Living on Almost Nothing in America

Tuesday, February 7, 2017
7:00 – 8:30 PM
Rockham Auditorium, Rockham Graduate School

BOOK DISCUSSION & SIGNING

AUTHOR DISCUSSION

5.5” x 8.5” HANDOUT

EVENT TYPE — IE: BOOK SIGNING

Author: Kathy A. Ettin and H. Luke Shaefer
$2.00/Day, Living on Almost Nothing in America: What Do We Do Next?

Sunday, March 5, 2017
Rockham Auditorium, Rockham Graduate School

AUTHOR DISCUSSION

EMAIL

Partnering with Communities, Creating Opportunities

EVENT TYPE: IE: BOOK SIGNING

SEND NEWSLETTER VIA EMAIL

POVERTY SOLUTIONS

Book Discussion and Signing

Authors: Kathy A. Ettin and H. Luke Shaefer
$2.00/Day, Living on Almost Nothing in America: What Do We Do Next?

Tuesday, February 7, 2017
7:00 – 8:30 PM
Rockham Auditorium, Rockham Graduate School

BOOK DISCUSSION AND SIGNING

AUTHOR DISCUSSION

As part of America Reads, students or community members interested in the event can sign up to read Monday mornings from 8:00 a.m. to 9:00 a.m. at Woodburn Residence Hall. Additional volunteer opportunities are available through the Volunteer and Community Service Ministry of the University’s Division of Student Life. For more information, please contact the Poverty Solutions team at povertysolutions@umich.edu.

The number of American families living on $2.00 a person per day has almost doubled since the 1990s. In order to understand the scope of this issue, we created these handouts to be presented to students and other interested parties to build awareness and move others to take action. To download the handouts, go to www.povertysolutions.org.

Join the next Ann Arbor Public Library Book Group discussing poverty existing in the United States and read the book. To order the book, please contact the Poverty Solutions team at povertysolutions@umich.edu.

POVERTY SOLUTIONS