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Maine College of Art & Maine Association of Nonprofits Announce “Design for Good” Partnership

Portland, ME – Maine College of Art (MECA) and the Maine Association of Nonprofits (MANP) are partnering on a call for proposals for a fall 2017 class at MECA called **Design for Good**.

MANP members with 501(c)3 status and a budget of under \$100,000 are invited to propose a design project to be executed by MECA graphic design students. Projects can include any aspect of branding communication and identity: Logos, publications, collateral materials, advertising campaign, posters, merchandise, sales tools, etc., and must be completed during the semester, between September 1 and December 1. Interested nonprofits meeting these criteria can submit a proposal to Jessica Tomlinson, Director of Artists at Work at Maine College of Art, at jtomlinson@meca.edu by July 15. There is a participation fee of \$100. For more details, go to www.nonprofitmaine.org/blog/calling-small-nonprofits-big-ideas.

The graphic design class is taught by faculty member Drew Hodges, the founder and former Creative Director of SpotCo, an advertising firm in New York City.

“I’m really excited about this opportunity for our small nonprofit members,” said MANP Executive Director Jennifer Hutchins. “It’s a creative idea that will help MECA students learn through real life experience. Our members with small budgets will benefit from these products they couldn’t otherwise afford that will help boost their organization’s impact. We hope that it serves as a model for future partnerships.”

“This is a win-win partnership. Students receive academic credit for real world experience from a world class art director. Small nonprofits working to make Maine a better place receive quality design services that would otherwise be unattainable,” said Jessica Tomlinson, Director of Artists at Work, Maine College of Art.

MANP’s mission is to enrich the quality of community and personal life in Maine by strengthening the leadership, voice, and organizational effectiveness of our state’s nonprofits. The organization represents more than 800 nonprofit organizations from across Maine of all sizes and mission areas. www.nonprofitmaine.org

MECA’s mission is to educate artists for life. Its vision is to be distinguished by their focus on educating highly accomplished artists and designers who excel in their chosen field with integrity, professionalism, and community leadership. www.meca.edu

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*Since 1994, MANP has grown to become Maine’s comprehensive resource for the tools, knowledge, and connections nonprofits need to be effective and well-run. With a growing statewide membership of over 800 nonprofit and 135 for-profit organizations, MANP **advances** the public profile of Maine nonprofits by highlighting their vital contribution to the quality of life in our state, **connects** people, organizations and resources from all sectors to foster collaborative problem solving, and **strengthens** nonprofits by providing management training and leadership development programs, resources and services to help staff and board leaders enhance their community mission impact.*

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