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Contact: Meredith Rusu, 212-207-7301 or Kathy Wilson, 781-652-0499
Meredith.Rusu@HarperCollins.com kwilson@tieronepr.com

From leading design gurus Peleg Top and Jonathan Cleveland comes a groundbreaking new book that showcases the best in cause-related marketing and nonprofit design.

“After nearly a decade of studying cause marketing campaigns, I know that strong design is absolutely critical to success. *Designing for the Greater Good* is a valuable addition to the cause marketing literature. This collection of work, often created in spite of low budgets and organizational impediments, should be an inspiration to creatives, non-profit, and corporate marketers alike.”

—David Hessekiel, President, Cause Marketing Forum

DESIGNING FOR THE GREATER GOOD

The Best in Cause-Related Marketing and Nonprofit Design

By

Peleg Top and Jonathan Cleveland

In an age when nonprofit organizations are struggling harder than ever to have their messages heard, the value of eye-catching design and memorable branding have become increasingly essential to nonprofit survival. Now, for the first time, design experts Peleg Top and Jonathan Cleveland have created a book that showcases the best, brightest, and most successful design campaigns in the nonprofit industry. **DESIGNING FOR THE GREATER GOOD: The Best in Cause-Related Marketing and Nonprofit Design (Collins Design; Hardcover; On Sale: January 26, 2010; \$50.00)** is a one-of-a-kind compendium that offer readers insight into some of the best nonprofit branding campaigns to ever hit the market, featuring twenty-four inspiring case studies and hundreds of illustrated examples of the best nonprofit design worldwide.

Intended as a comprehensive resource for designers, creative professionals, marketers, and nonprofit leaders, **DESIGNING FOR THE GREATER GOOD** is based on Top and Cleveland’s nearly 40 years of combined experience working with nonprofits and corporate communications departments across the country. It features interviews with leading designers who have led cause-related work for a variety of organizations, whether their work involved branding an identity for nonprofit organizations, designing invitations for fundraisers, pitching slogans effectively, or creating print or online marketing material. The eye-catching, full-color examples spotlight highly successful campaigns such as the Avon Walk for Breast Cancer, Give Something Back International, Get London Reading, and the Frameline Film Festival. Focusing on work geared towards global

matters such as *Family and Community*, *Animals*, *Human Rights*, *Environmental Awareness*, *Spirituality*, and more, **DESIGNING FOR THE GREATER GOOD** reveals that it's not enough for a nonprofit campaign to simply share an important message; successful campaigns must have memorable slogans, inspiring designs, and tailored marketing materials that drive home their purpose—and encourage action—to the widest audience possible.

Also featured in the case studies are valuable insights from the designers who created these 24 outstanding campaigns. In their own words, each designer discusses the inspiration and challenges behind creating a successful marketing campaign for a cause or nonprofit group.

Whether used for design inspiration, as a nonprofit sourcebook, or simply to realize the full complexity and wealth of strategic creativity underlying the most successful cause-related campaigns, **DESIGNING FOR THE GREATER GOOD** bridges the gap between working towards a worthy cause and successfully inspiring a generation of change.

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ABOUT THE AUTHORS

Peleg Top is a veteran designer who founded Top Design and grew it to be one of Los Angeles's most notable and sought after design firms specializing in cause-related work. For nearly two decades, Peleg and his team worked with cause-related organizations ranging from small grassroots nonprofits to corporate giants. Some of his more prominent clients included Toyota, The National Academy of Recording Arts and Sciences (The GRAMMY'S), Steven Spielberg's Shoah Foundation, AIDS Healthcare Foundation, City of Hope Cancer Center, and Tiger Woods Foundation. Peleg is currently a professional mentor specializing in helping creative entrepreneurs across the country grow their businesses, become better leaders, and live spiritually fulfilling lives. Peleg is the author of *Design for Special Events* (Rockport Publishers), *Letterhead & Logo Design* (Rockport Publishers) and *The Designer's Guide to Marketing and Pricing* (HOW Books). www.pelegtop.com

Jonathan Cleveland is a founder and principal of Cleveland Design, an award-winning graphic design and communications firm in Boston. He is recognized for his creative talent and passionate belief in the power of design to drive positive social change. For more than two decades, Jonathan has balanced work for commercial clients—from global corporations to small startups—with a deep personal commitment to nonprofit and cause-related marketing. Jonathan's work has made a difference for a wide range of causes, including promoting literacy, inspiring at-risk youth, and driving support for AIDS research and education. A member of the Cause Marketing Forum, Jonathan's work has been published in design books and recognized through national awards. Under his leadership, Cleveland Design was named one of the Top 20 Design Firms in New England by the *Boston Business Journal*. www.clevelanddesign.com

For more information, please visit: <http://designingforthegreatergood.com>

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