Tomorrow Together campaign brochure and materials

The Tomorrow Together fundraising campaign brochure contains an “All the stories that have been told…And all the stories that will be told” ethos for The Bushnell Center for the Performing Arts. While honoring the non-profit performing arts center’s proud history, the Tomorrow Together campaign places importance on—and looks expectantly to—The Bushnell’s vibrant future. Emphasis is placed upon the welcoming warmth of the ever-expanding Bushnell community and on individual personal narratives of connections to the theater.

The publication is a 32-page plus cover brochure with a fold-out enclosure for five stacked and color-coded informational sheets and a pocket for a personalized letter. Shapes (arches, columns, eyebrow window) from the physical building are included in the structure of the brochure and the shapes used in the design. The campaign logo “swirl” is an abstraction of the Chihuly glass sculpture hanging in the Great Hall. The Swirl is a physical reference, but also a metaphor for the ripples of creative influence originating from The Bushnell and flowing out to the surrounding community.

Budgets are tight for a non-profit arts center. Care was taken to ensure that the brochure structure was built economically and designed with the greatest amount of flexibility to add or remove as needed the most current informational materials. The brochure will be incorporated into in-person meetings. It has been sized appropriately to be accompanied by other campaign and existing marketing pieces. The brochure has been designed as a leave behind for existing and potential donors with additional, more detailed information available for interested parties.

The campaign visual system contains the campaign messaging, with sub-components relating to the upcoming 100th anniversary, and the ongoing strategic plan. The campaign will encompass a total of five years of fundraising (ending in 2030), with the quiet portion of the time frame launched with this brochure in 2025.