

# Ü SHADOW BRAND AMBASSADOR

**DEADLINE: Monday, February 15th @ 11:59 PM**

*THIS ASSIGNMENT IS ONLY PART OF THE APPLICATION; BE SURE TO INCLUDE THESE ASSIGNMENTS AS AN ATTACHMENT ON YOUR FORM*

## **BRIEF**

Umlaut is currently looking for passionate high-school students to continue our legacy and goals into the following school year. As a non-profit organization committed to the success of our peers and our foster youth, we're looking for candidates who have the motivation and drive to lead Umlaut into its greater potential.

Umlaut's program is a unique opportunity for hands-on experience in problem-solving, marketing, communication, teamwork, and leadership. We strive to create a flexible and welcoming environment for our board, our volunteers, and our foster youth.

Personally, being a part of Umlaut's Board of Directors this past year has been the most rewarding experience, not only in simply watching our foundation grow, but also in developing a grander understanding of the struggles foster youth face on a day-to-day basis. That being said, I hope for the next Brand Ambassador to further our social media presence and garner more attention to Umlaut's objective of supporting foster and kinship youth in their academic endeavors.

Understand that being on Umlaut's Board of Directors is no simple feat. As the Brand Ambassador, you'll spend hours each week pouring over foster youth statistics, designs for posts, and color combinations -- all for the biweekly posts and updates on our social media accounts. Outside of your personal responsibilities as the Brand Ambassador, Umlaut's board frequently has meetings discussing and planning for the future of our foundation. You'll also be expected to interview new volunteers.

Becoming a part of Umlaut also means becoming a part of a new family. The bond you'll create with your peers is formed from the appetite for growth each person brings to the table. To succeed, we challenge ourselves, support each other, and work together to *truly* make a difference.

Taking on this role is a significant challenge, so if you have any questions, please direct your email to *Katelyn Donn* at [umlautfoundation@gmail.com](mailto:umlautfoundation@gmail.com)!

# INSTRUCTIONS

Please upload **assignment one** to the form as a **jpeg or png** titled **“SBA-Fundraiser”**

Please upload **assignment two** to the form as a **jpeg or png** titled **“SBA-Merch”**

Keep in mind that we’re looking for creativity, originality, and the scope of your ability to design.

## Disclaimer: all situations are hypotheticals

# ASSIGNMENT ONE

Create an 8.5"x11" informational flyer along with a square Instagram post to match for the following topic. Write a short caption to post with the design.

- Umlaut has partnered with New York Pizza in downtown Pleasanton to hold a fundraiser.
  - It will be from 1:00 PM to 7:00 PM on February 21, 2020.
  - For every purchase made, NY Pizza will give 30% back to our foundation.
  - The money we receive will go towards buying books and supplies for foster youth as well as possibly paying for summer camp fees or tuitions.
  - Optional additional info: NY Pizza's fan favorites include pepperoni pizza, margherita pizza, and BBQ chicken pizza.

We recommend avoiding templates for the designs; we'd like to see your creativity and vision for Umlaut Foundation!

# ASSIGNMENT TWO

Design one piece merchandise for Umlaut. (cloth tote bags, sweatshirts, keychains, etc.)

- Must include:
  - Umlaut's name (either "Ü," "Ümlaut," or "Ümlaut Foundation" is fine)