

Brief 2: Town Clock CDC, Art Sale

About Town Clock CDC → <https://www.townclockcdc.org/>

Town Clock Community Development Corporation (CDC) is a nonprofit 501(c)3 organization that provides permanent, affordable, safe housing and supportive services to survivors of domestic violence and their children. They engage in a holistic approach to recovery and regaining stability and autonomy through management, clinical counseling, and programming such as art therapy, parenting workshops, financial literacy, and self-empowerment workshops, among others.

About Rev. Susan Kramer Mills

Susan Kramer-Mills, Executive Director, has been working with our organization since its inception. As the co-pastor of the First Reformed Church, New Brunswick, Rev. Susan chaired the committee, which began to investigate “how to use the buildings of the church” with greater missional purpose. After several years of discussion and investigations, the Town Clock CDC was founded. Rev. Susan was instrumental in the process, as well as leading the construction changes, interviewing the residents, and setting up the programming. Dina’s Dwellings was completed in April 2016. In 2020, Rev. Susan completed a second housing project which expanded the number of apartments to eleven.

Rev. Susan has had an unusual history. After graduating from seminary, she worked as a registrar and campus chaplain for Naumburg Seminary, located in the former eastern Germany. She also served several years in various yoked congregations in that region. In 1998, she received a call as Associate Pastor to Trinity Presbyterian Church in East Brunswick, New Jersey. She served in that position until 2000, when she and her husband accepted a call as co-pastors to First Reformed Church in New Brunswick, New Jersey.

In April 2004, Rev. Susan began working part-time as the Executive Minister to the Classis of New Brunswick, which requires her to visit RCA churches in the region, helping them with issues and visioning. She continues in this position still to this day. Rev. Susan has served civically as a Girl Scout leader and serves on various non-profit boards in New Brunswick.

About Nidhi Kapadia

Nidhi Kapadia is a Digital Marketing and Communications Consultant who finds joy in contributing her creative skills to the meaningful initiatives of Town Clock CDC. With a genuine passion for digital creation and a heart for helping others, she is honored to be part of the organization. Nidhi focuses on crafting visual elements that raise awareness and support for Town Clock CDC. Through her creative approach to digital marketing, she helps shine a spotlight on the organization's goals, aiding in the effort to reach more people and garner resources.

Outside of her professional responsibilities, Nidhi discovers solace and inspiration amidst nature's beauty, often enjoying hikes to recharge her spirit. Her creative spirit finds expression through the strokes of drawing and digital illustration. With her artistic prowess and genuine commitment, she contributes to the organization's mission, grateful for the opportunity to contribute to a cause greater than herself.

Brief

For this first project with Town Clock CDC, create an identity and promotional materials for the upcoming Art Sale in March 2024. The annual Art Sale is one of six fundraising opportunities for the organization. Residents can contribute work and local artists donate works that are sold in a silent auction. To promote this event, print-ready and web-ready assets will be created and handed off to the Town Clock team after this five week period.

Information Needed

- Town Clock CDC Art Sale
- an art sale supporting survivors of domestic violence
- March 20 2024 6-8pm
- Elks Lodge
40 Livingston Avenue
New Brunswick, NJ
- Tickets: \$50 (includes dinner & one drink ticket) **TICKET PRICES STILL NOT CONFIRMED**
 - for ticket purchasing:
 - "Purchase tickets online or mail checks to 11 Bayard Street, #301 New Brunswick, NJ 08901"
 - [include a temporary link] + QR code
- New logo
- Design details
 - Theme: Rise Up
 - Purple (domestic violence color)
- Other notable people
 - Marvel artist will be in attendance

Applications Needed

- postcard to be mailed
- social media applications
 - instagram post & story
 - 1400 x 400 px graphic for website

Overview

- 5–6 weeks
- October 4–November 1
- Wednesday, 2:00–6:30 PM

Timeline

- Oct 4
 - 3:30 — Kick-off with Susan Kramer Mills
 - each designer creates 2 options and places this in #b2 channel on Discord
- Oct 11 — ONLINE
 - <https://rutgers.zoom.us/j/98553264613?pwd=Yno4UTFrcXJWeWVGWWhHUzFwSlh3UT09>
 - each designer presents 2 options
 - 2–4 proposals are selected and directions are merged
 - each team creates a design proposal with 2 options

- Oct 18 — ONLINE
 - <https://rutgers.zoom.us/j/92459880529?pwd=Ynd1T3BSRWpXRnloN3g5NGd3a3lZdz09>
 - each team creates a design proposal with 2 options
 - one proposal is selected and directions are merged
- Oct 25
 - 3:30 — final presentations with Susan Kramer Mills
- Nov 1
 - review updated design
 - apply feedback