

INDUSTRY | Social Services
CLIENT | Youth Encouragement Services
PROJECT | Direct Mail

PRINT DESIGN

YOU GIVE A CHILD A NEW DIRECTION

WHEN YOU GIVE A CHILD THE GREAT OUTDOORS,

SUMMER IS HERE! The buzz about Bible camp has already started among the YES children. They each remember last year – hiking in the woods, playing in the creek, and roasting marshmallows around the campfire. These are memories they will never forget. Summer camp gives inner-city children not only an escape from a chaotic environment but also the opportunity to build friendships, to experience the beauty of nature and, most importantly, to deepen their relationships with the Lord.

Children living in inner-city Nashville would not have the opportunity to spend a week at Bible camp if it were not for people like you. There are currently over 350 children waiting for a sponsor.

You can send a child to camp for an entire week for only \$75! This includes lodging, transportation, food and other costs. I have provided a return envelope for your convenience. Please make your tax-deductible gift payable to Youth Encouragement Services. You can also donate online at www.YouthEncouragement.org. Please label your donation as “camp sponsorship” on your check or online donation.

Thank you for your continued support!

Youth Encouragement Services strives to enrich the lives of children in inner-city Nashville by encouraging them to reach their full potential.

This reverse-folding direct mail advertising piece involved photography, image retouching and layout design.

CROSSBOARD CREATIVE