

BETTER

# MAKE ROOM

**A Design-For-Good Project  
Benefitting College-Bound Students**



## DESIGN + BMR

**Designers have a special skill set.** You can build movements, generate excitement and spread messages in a clear and wonderfully visual way. In the first-ever initiative of its kind, we're asking designers to work with **Better Make Room** to amplify student voices in a design-for-good project that generates scholarships for students of all backgrounds throughout the nation.

## WHAT'S BMR?

Better Make Room is a campaign **developed by former First Lady Michelle Obama** that encourages students to pursue higher education—and not just attend, but graduate. This campaign is all about letting students know that they are heard, and that people they don't even know care about their education and future success.

SAYING THINGS  
**OUT LOUD**  
MAKES THEM HAPPEN.

**That's the Better Make Room  
tagline. Because we believe in  
setting goals, even if they're small.**



**Students are saying things  
out loud all over the website,  
[bettermakeroom.org](http://bettermakeroom.org).**

# THE ASK

**America has never been more aware of design, designers and the power you have to make the invisible visible.** With this in mind, we're asking designers, artists and letterers to draw attention to the student statements posted on [bettermakerroom.org](http://bettermakerroom.org). In short, you'll **choose a student statement, create original art from it, and donate the digital file** to the Better Make Room Campaign for sale on wearables and collateral on the website. Proceeds finance scholarships distributed by Civic Nation (the nonprofit housing the Better Make Room campaign). The design you make can be simple or bold, silly or illustrative—anything you might enjoy on a T-shirt.

# WHAT'S IN IT FOR ME?

First of all, you're participating in a first-ever, one-of-a-kind initiative that involves great design, education, charity and Mrs. Obama, which means there is opportunity for media coverage. Press about designers. Stories about design for a good cause. Morning shows with your artwork on mugs. **More importantly, because it's design for good**—it's about affirming the goals of high school students, generating scholarships and bringing visibility to the campaign and its message about education.

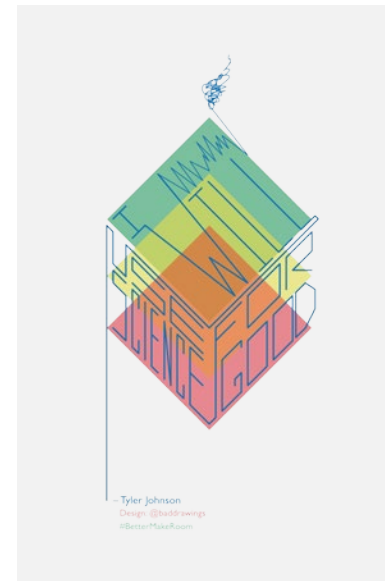


# THE EXAMPLES



## Designers (top), left to right:

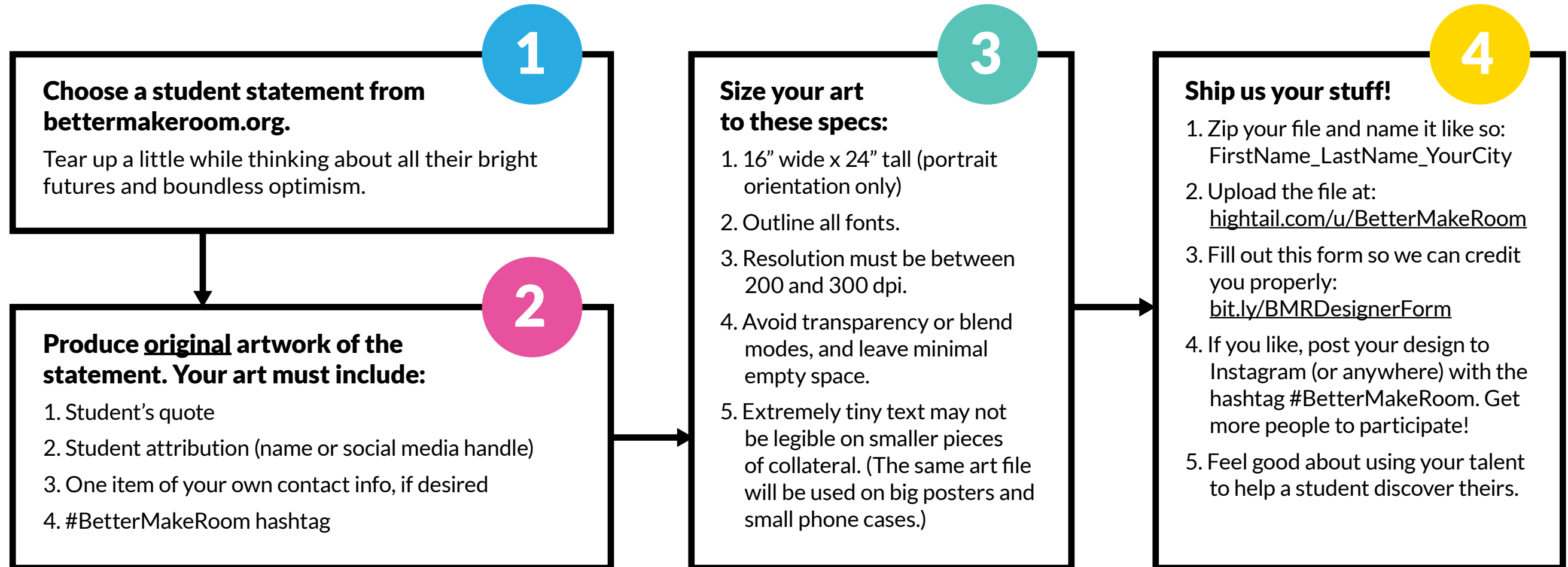
Jo Skillman, @jolayne0414  
 Aggie Forouhideh, @aggie.for  
 Nguyen Pham, @win\_p  
 Jay Cronin, @jaycronindesigns  
 Allison Johnston, @fuzzygrapefruit



## Designers (bottom), left to right:

Terence Tang, TinLunStudio.com  
 Tim DeSilva, @timmayd  
 Jo Skillman, @jolayne0414  
 Kaylan Smith, @baddrawings  
 Michelle Coffey, @coffeyhaus

# HOW IT WORKS



## What about copyright?

You retain the copyright to your artwork. However, in sending us the files you give us permission to use the artwork in conjunction with the Better Make Room campaign.

# IS ANYONE ELSE HELPING?

Heck yeah. Have a look at just a few of the Better Make Room collaborators who have shown up in the name of education:

## CELEBS

First Lady Michelle Obama (obviously!)  
AJ Calloway  
Aidy Bryant  
Al Roker  
Alan Houston  
Alessia Cara  
Allison Williams  
Andra Day  
Andy Cohen  
Bailee Madison  
Calvin Johnson  
Carla Hall  
Carmelo Anthony  
Cast of Scandal  
Cast of The Flash  
Cat Greenleaf  
Chance the Rapper  
Charlize Theron  
Chef Robe  
Ciara

Coach Harbaugh  
Common  
Connie Britton  
Darren Criss  
Daymond John  
Diggy Simmons  
Elle Varner  
Gail Simmons  
Gina Rodriguez  
Isiah Thomas  
Jay Pharaoh  
Jeremy Lin  
Jidenna  
John Legend  
Jon Rudnitsky  
Julianna Margulies  
Justin Baldoni  
Justine Simmons  
Kal Penn  
Kat Graham  
Keegan Michael Key  
Kelley Rowland

Kerry Washington  
King Bach  
LZ Granderson  
Lala Anthony  
Lana Parrilla  
Lebron James  
Lele Pons  
MLS  
Mario Batali  
Mark Feuerstein  
Matt & Kim  
Matthew Morrison  
Meghan Markle  
Melissa Benoist  
Melissa McCarthy  
Mike Wilbon  
Nick Saban  
Nicole Beharie  
Philly 76ers  
Rev Run  
Robert DeNiro  
Sara Bareilles

Sasheer Zamata  
Shane Battier  
Stephen Colbert  
Sway Calloway  
Taylor Trudon  
Ted Allen  
Tegan & Sara  
Terrence J  
The Band Perry  
The Gregory Bros  
Tim Gunn  
Tom Colicchio  
Tony Goldwyn  
Tracee Ellis Ross  
Tyler Oakley  
Usher  
Us the Duo  
Wale  
Will Allen  
Yara Shahidi

## MEDIA

A&E Networks  
Awesomeness TV  
BET  
CollegeHumor  
E! News  
ESPN  
EXTRA  
Ed Week  
Entertainment Tonight  
Essence  
Funny or Die  
Google  
Graham Media Group  
Hulu  
MTV  
Mashable  
NBC Universal  
NBC's Education Nation  
Pandora  
PBS  
REVOLT

SB Nation  
Seventeen Magazine  
Snapchat  
The CW  
The Real Talk Show  
The Rickey Smiley Show  
The Verge  
USA Today  
Univision  
Vine  
YouTube

## SUPPORTERS

Aegir  
Airbnb  
Always Creative  
American Eagle  
Black Sheep  
Button Frog  
Commuter Ads  
Conversant  
Creative Alliance

ELL Creative  
GroupHigh  
HUGE  
Hand Lettering Houston  
IDEO  
Jack Kent Cooke Foundation  
Lumina Foundation  
NFL Players Association  
PVBLC Foundation  
Pearson  
Poetic  
PrimerGrey  
Riverdale  
Stackla  
StickerMule  
The YMCA  
TruthCo.



# CONTACT

**Bettermakeroom.org**

**@BetterMakeRoom**

Questions? Email [designforgood@civiction.org](mailto:designforgood@civiction.org).

**Better Make Room partners with former First Lady Michelle Obama's Reach Higher Initiative. Both Reach Higher and Better Make Room are housed within Civic Nation, a nonprofit 501(c)(3) organization.**

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*The Black Sheep Agency developed the Better Make Room campaign on behalf of First Lady Michelle Obama and Civic Nation.*

