



Planned Parenthood dates its origins to 1916 when Margaret Sanger opened the first birth control clinic in America and was arrested for disseminating information about reproduction. Today, the Planned Parenthood Federation of America is the umbrella organization for 88 regional affiliates and 840 clinics, providing reproductive health care and sex education to over three million people annually.

In 2003, the Federation launched “Power the Promise,” the first national capital campaign in its distinguished and turbulent 87-year history. Nesnadny + Schwartz was named the lead visual communications firm for this massive, multi-year effort to raise \$340 million.

Our task was to build a flexible portfolio of print and electronic tools for the campaign, customizable for the regional affiliates.

We used the words “Power” and “Promise” as the driving graphic elements in designing the key components—a graphic identity system and business papers; a case statement cogently presenting the campaign initiatives; and a presentation portfolio with multiple white papers and program-specific brochures. We also designed the user-friendly campaign website with up-to-date news, information on fundraising progress, and on-line donation opportunities.



Planned Parenthood Federation of America Power the Promise campaign. **Top:** Pocket folder containing letterhead, case statement, and fundraising brochures.

power
mobilizing to win

If liberty and equality are to be found in democracy, they will be best attained when all persons share in the government to the utmost.

Power the Promise **The Campaign for Planned Parenthood**

power
information technology

This new century brings with it exciting advances in health and learning. We all share the responsibility of ensuring that these opportunities are not out of reach for the people who need them the most.

Power the Promise **The Campaign for Planned Parenthood**



1948 The world's first women's rights convention is held in Seneca Falls, New York.

1973 Congress passes the Comstock Law, defining contraceptive information as "obscene material."

1975 Margaret Sanger, the founder of Planned Parenthood, is named among the first 100 women in the U.S. to be inducted into the National Women's Hall of Fame.

1979 The 10th Annual Conference is held in New York City, where we set the right to life.

1980 The U.S. Supreme Court rules that providing the use of birth control by married couples is a right of marital privacy.

1987 The American Medical Association brings into force its Code of Ethics, which prohibits doctors from performing abortions.

1992 Planned Parenthood Federation of America is one of the founding members of the International Planned Parenthood Federation.

1993 The U.S. Food and Drug Administration (FDA) approves the sale of oral contraceptives for contraception.

1995 The U.S. Supreme Court rules that providing the use of birth control by married couples is a right of marital privacy.

1997 The United Nations proclaims Family Planning a basic human right and establishes the UN Fund for Reproductive Activities.

sex

We live in a country where bearing a deadly weapon is morally acceptable, but bearing a breast to feed a baby is dirty. Sex in America is either used to titillate or shame, not celebrated as a wonderful, lifelong aspect of being human. Until our society embraces open and honest teaching about sexuality, we'll keep paying an awful price — far too many unintended pregnancies and stubbornly high HIV infection rates.

The Real Life, Real Talk initiative will replace shame and silence with honesty and openness.

Real Life, Real Talk will support the development of healthy sexual attitudes and behaviors. We will create places for public dialogue and provide a needed balance between overused media messages on the one hand and uncomfortable silence about sexual health on the other. When society achieves a greater understanding that sexuality is a normal part of being human, we'll have created a climate for sensible public health policies like universal, medically accurate sex education.

Sixty-four percent of television includes sexual content, but only 12 percent mentions safer sex, risk, or responsibility.

Two-thirds of teens get their sex information from peers.

Only 14 percent of public school sexuality education provides comprehensive, medically accurate information.

reality

THE MAJORITY OF AMERICANS TRUSTS WOMEN TO MAKE THEIR OWN MORALLY RESPONSIBLE FAMILY PLANNING DECISIONS.

FREE **DOM**

WITHOUT INTERFERENCE FROM THE GOVERNMENT.

As Americans, we are taught to choose freedom, yet the freedom to choose is at risk. Government is choking family planning funding and censoring sex education. Elected officials disregard the views of the pro-choice majority, who believes reproductive choice belongs to a woman, her doctor, and her conscience, not politicians or government. *Roe v. Wade* is a fragile line of defense. Vocal, well-funded, disproportionately powerful anti-choice hardliners hold sway over the debate.

The Expanding Access initiative will ensure continued availability of long-term, low-cost reproductive health products for all.

Planned Parenthood will ensure reproductive self-determination for all women by guaranteeing access to the safest, most advanced reproductive health care products. We will build strategic and entrepreneurial partnerships, address the tremendous need for low-cost hormonal contraception, and prepare for potential changes in the way birth control pills are manufactured and marketed, improving the quality of life for low-income women through accessible, affordable services must remain the backbone of our health care delivery system.

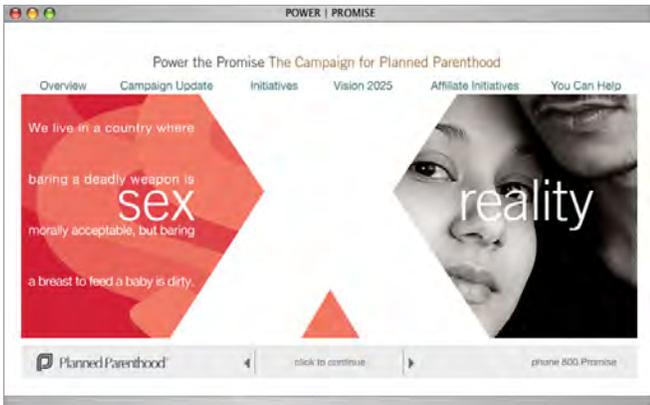
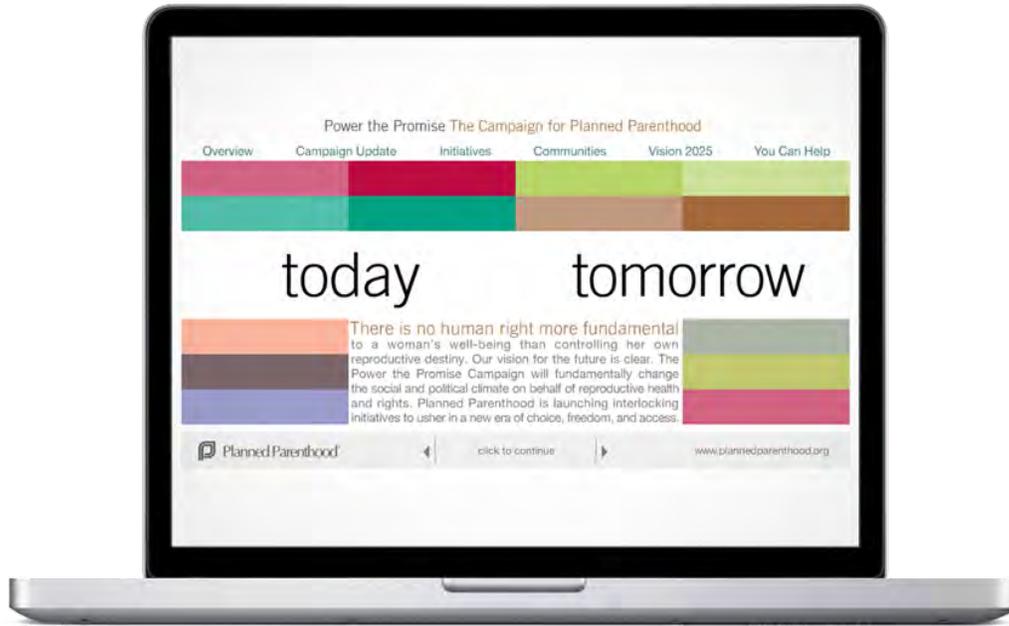
Half of the more than 33 million U.S. women needing contraception depend on publicly supported services.

According to contemporary studies, having a baby is the least frequent motivator for having sex.

AIDS has a devastating impact on women of color, who represent less than one-fourth of U.S. women but account for more than three-fourths of women with AIDS.

potential

Planned Parenthood Federation of America Power the Promise campaign case statement.



Planned Parenthood Federation of America Power the Promise campaign website.