

WriteFace: The Power of Writing

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Abstract

In Fall 2018, our group was assigned to create an advertising campaign for a local nonprofit called WriteFace through our Advertising course. WriteFace was established to help local veterans who suffer negatively after they return home from serving, such as Post Traumatic Stress Disorder. WriteFace's mission is to provide a safe space for veterans. Within this space, they are free to write and connect with others to talk about how they are feeling in efforts to lift their spirits. To carry out their mission and attract more veterans and their families, we were tasked with creating content such as print materials, a commercial, and social media posts. By meeting with the creators of WriteFace and attending fundraising events, we were able to get an idea of how we wanted to market WriteFace and appeal to their target market. Through this project we were able to create content while helping our local community.

WriteFace was established in 2014 by Scott Hower and Annie Ginder to help veterans who suffered negatively after they returned home from their service. Their mission is to provide a safe space for veterans to write and connect with others who are experiencing the same issues. According to WriteFace's website, almost 14,000 Pennsylvania veterans are at risk of committing suicide. WriteFace would like to help decrease that number by being a resource for the veterans to turn to. Many people do not understand the science behind writing and WriteFace is here to show writing does help veterans. In a study conducted by Dr. James Pennebaker, it has been concluded that expressive writing for 15 minutes, 4 times a week improves the mood and physical health of someone who has been through a traumatic experience (Pennebaker, 1990). Writing can be scary for

many veterans, but WriteFace is there to provide a judgement free zone. Since their start, WriteFace has helped over 80 veterans ("WriteFace").

During class, we met with Annie Ginder and Scott Hower from WriteFace to discuss the direction of our project. We discussed what message they wanted us to convey through the media we were to create for them, as well as what forms of advertising they already used. WriteFace already has an active website and Facebook account, and they have created several flyers and GIFs as well.

When discussing what we could convey for them through the media we create, Annie told us that she felt that most military-related media is centered around when veterans return home and are reunited with

their family and friends, but WriteFace was created to aid these veterans in the struggles they face after the reunion. Some issues the veterans can face when they return are anxiety, depression, PTSD, and as a result, alcohol abuse. To distinguish WriteFace from other military-focused organizations, we needed to be able to convey the message of coping with these struggles to our audience.

Some of our group members also attended The Extraordinary Give, which is one of WriteFace's biggest funding events of the year. At The Extraordinary Give, our group shared WriteFace's story in efforts to raise money for the organization. This was a great event for WriteFace and they raised a larger amount of money than they ever have through this event. Writeface was able to raise \$6,841, which will help them to buy materials for their veterans and help to run the organization more smoothly.

Through various emails between Scott and our group, we decided that creating an

Instagram account for WriteFace would help expand their audience base and provide a better platform for them to get their message out. Since Scott was not completely sure about how to use Instagram, we decided to only create sample posts for them so that they can decide on their own if they want to open and manage an account.

We also decided to create multiple print pieces for WriteFace. This includes an infographic, a flyer, business card and a new brochure. WriteFace already had designs for a brochure and a business card, but we believed that we could give them a new look and cut down on some of the copy they had on the brochure. By creating these pieces, we hope to inspire others to volunteer with or donate to WriteFace in order to give them the necessary resources to serve more veterans in the area.

Business Card



Flyers

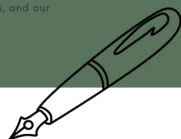
the power of writing

WRITEFACE

564 Sickman Mill Rd
Conestoga, PA 17516

CONTACT US

We provide venues for the voices of veterans,
creating a healthier spirit within them, their
families, their work places, and our
communities.



write to me

<https://www.writeface.org>

WRITEFACE

WHY DOES WRITEFACE EXIST?

PROVIDING VENUES FOR THE VOICES OF VETERANS

VETERANS
ARE THERE ANY HERE?

According to the 2010 US Census, there are 35,058 veterans living in the Lancaster County and 981,865 veterans living in Pennsylvania.

POST TRAUMATIC STRESS DISORDER
ACCORDING TO THE VETERANS ADMINISTRATION (VA)
31% of Vietnam War veterans have PTSD, 10% of the first Gulf War veterans have PTSD, 11% of Afghanistan War veterans have PTSD, 20% of Iraq War veterans have PTSD and 17.75% of all US veterans have PTSD. This equates to over 6,200 Lancaster County veterans and over 174,000 PA veterans with PTSD.

MENTAL HEALTH IS IMPORTANT
THE VA REPORTS
7.9% of all veterans commit suicide compared to a 2.5% rate among the general population. This equates to almost 2,800 Lancaster County veterans currently at risk of suicide and 14,000 Pennsylvania veterans at risk.

UNPROCESSED DISABILITY CLAIMS
THE VA REPORTS
There are currently over 900,000 unprocessed disability claims. These numbers are therefore somewhat underestimated.

HOMELESSNESS
Veterans currently comprise over 30% of all homeless person in the United States.

WRITEFACE Strives To Change These Statistics
564 Sickman Mill Rd
Conestoga, PA 17516
CONTACTS: SCOTT HOWER
717.209.0410
ANNIE GINDER 717.799.0154

Brochure

TESTIMONIALS

"Through my writing, I can find areas of my life that need improvement - good or bad - and deal with feelings from the past"

"I would like to continue to write to relieve stress. It is a positive outlet for me. I learned to be patient with it, it takes practice."

CONTACT US

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www.writeface.org

Creative
writing
workshops for
veterans
looking for an
expressive
outlet

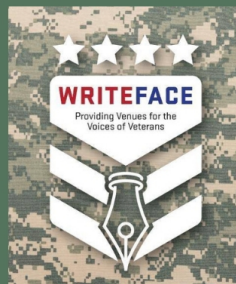
ABOUT WRITEFACE

WriteFace works with veterans in the Lancaster County area who struggle with PTSD. We are a registered 501C3 non-profit corporation facilitating journaling and expressive writing workshops. We believe that through writing, veterans will come to more clearly understand the nature of their experiences, and in doing so, better manage their circumstances.

WriteFace is partnered with the Veterans Victory House operated by Tabor Community Services and has provided service to the Veterans Court of Lancaster County.

All supplies for the workshops are provided, and it is very important to us that the veterans never pay for a workshop, as they have already paid enough.

INTERESTED IN HELPING?



Send contributions to

WriteFace
564 Sickman Mill Rd
Conestoga, PA 17516

Sample Posts



References

Pennebaker, James W., PhD. (1990). *Opening Up: The Healing Power of Expressing Emotions*. New York: The Guilford Press
“WriteFace.” *WriteFace*, WriteFace, www.writeface.org/.

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