

# The Armchair Activist

## Identity & website

The Armchair Activist publishes a weekly email newsletter to promote social and environmental causes for busy people who need the digest version. We designed an identity and website that complements its comedic writing and gives this non-profit startup the tools to stand out in a competitive marketplace. A laid back logo and an ironic tagline create tongue-in-cheek brand personality to balance the seriousness of its mission.



Armchair Activist

http://www.armchairactivist.org


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## THE ARMCHAIR ACTIVIST

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Forget about building walls. What they really need is a basketball court.

### Playing for Peace

Monday, 11/13/2006

There are some conflicts in the world that have been going on for generations. Palestinians and Israelis in the Middle East. Catholics and Protestants in Northern Ireland. It seems hopeless. So what can anyone do to start the healing? The answer is clear: basketball.

Playing for Peace was founded on the premise that "children who play together can learn to live together." Kids, ages 10-14, learn to dribble, pass and shoot, instead of plot, burn and loot. In the process, they learn to live together as friends and neighbors. Playing for Peace knows that basketball isn't going to save the world. It's just a great way to bring different groups of people together. And that's a start.

#### What can you do?

A donation of \$100 will sponsor one child for a year of program activities. And if that child grows up to play in the NBA, maybe you can be in his entourage. Playing for Peace strives for a world where the worst thing you can do to someone is foul them.

For more, see their website at:  
<http://www.playingforpeace.org/index.asp>

Education  
Environment  
Poverty Reduction  
Health and Human Services  
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Policy and Government  
Educate Yourself

**SIT DOWN. STAND UP.**  
Whatever your passion, Armchair helps you help.

**Just sit there and do something!**  
This week's quick links to social activism:

**Trickle Up** gives the poor what they need: money.

Separate worthy causes from the phony baloney with **Charity Navigator**.

Electricity doesn't grown on trees and, in fact, can actually kill them. Learn how to save both with **Clean Air Partnership**.

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