

# Global Health Council

## Collateral Campaign

The Global Health Council is dedicated to improving health throughout the world. To rally support, we designed a visually striking brochure that would stand out on the cluttered desks of leaders and activists, and succinctly explain the Council's mission, goals and initiatives. A suite of preprinted pamphlets fit into the back pocket, turning the piece into a cost-effective multi-tasker that can be used to lobby politicians, reach out to new members and recruit volunteers.

