**KRM**Making Kentucky Home  
for Refugees

## Meet Emily Vitale



She reached out to **GRIDS** to talk about how design could support Kentucky Refugee Ministries' New Citizens Vote campaign.

Meet **Jessica & Daphne**. They work at **GRIDS**. Between them, they have more than 10yrs of design experience with an emphasis in visual storytelling.



As a former Research Analyst at UofL, Jessica has been organizing complex information and data for more than 4yrs.



"We basically needed to find a way to communicate ideas about voting with as little verbal input as possible--as little words. That way any translation would be at minimal cost."



**GRIDS** did an in-person consultation to assess KRM's needs, map a design & data plan, and arrange an affordable payment for the project.



## Emily needed a voter guide

that could teach new citizens how to register to vote, when and where to vote, and all of the other nuances that come with voting.

**GRIDS** took everything that Emily said and organized it into a...

1. work plan,
2. "content needs list,"
3. timeline, and a
4. simple client agreement.

**Jessica** worked with Emily to refine the copy and content. She encouraged Emily to show the graphics to current clients for their input.



"I appreciated GRIDS' willingness to get feedback from clients of various cultures, and incorporate their ideas into our final product. Our refugee and immigrant clients had a better response to something designed with them in mind."

With a lot of hard work  
& a wealth of feedback...



"Everybody who saw it absolutely loved it! I actually ran into a lot of former students in the grocery store and we were talking about how they had learned from it and have been able to vote."



## Meet Alice & Darrell Adams!

They are a part of the Crescent Hill Baptist Church community. They shared the New Citizens Voter Guide at a voter registration table for Karen, Chin, Karenni and Burmese families--many of whom meet at that location.

And thanks to a partnership with The Kentucky Office for Refugees, KRM was able to put additional funding into the project.

It now exists in 16 different languages.



"We MAILED over 600 copies of the guide to around 800 people,

and gave them out IN-PERSON when we were registering people to vote

I think KRM PRINTED around 1700 of them, and we have maybe 100 left (in various languages).

And of course, it was distributed by DIRECT EMAIL to hundreds of partners,

and I don't have any count of FACEBOOK or WEBSITE hits to download the guide.

I think all in all, it was a very successful voter education campaign!"

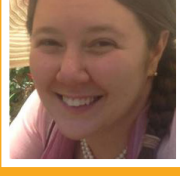


## So what do you think about visual storytelling, Emily?

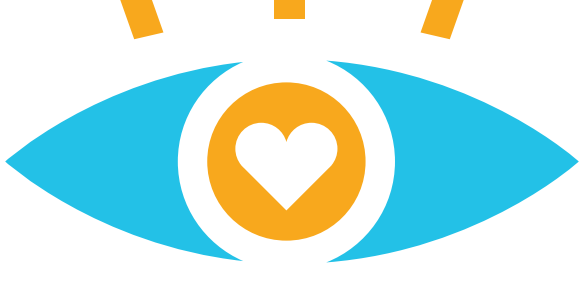
"I've always been very impressed by infographics that I've seen online. It's a really great way to convey information in a nonverbal way and it catches people's attention more. On top of that, they are more comfortable with the information that they are taking in."

"It was a big pleasure working with **[GRIDS]**."

"Thank you, **[GRIDS]**, for walking me through my first design experience."

**GRIDS**Making Kentucky Home  
for Refugees

"We are very happy with this work. We want to continue to do outreach in this way."



## Interested in visual storytelling?

If you'd like us to make an information graphic for you please email us at [info@gridsconnect.me](mailto:info@gridsconnect.me) or find us online at [gridsconnect.me](http://gridsconnect.me). Thank you for your time!