

# KORI JOCK

## PORTFOLIO



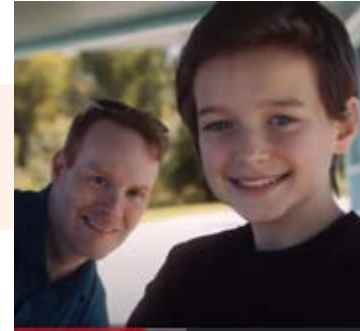
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**My urgent gift to defend potential**

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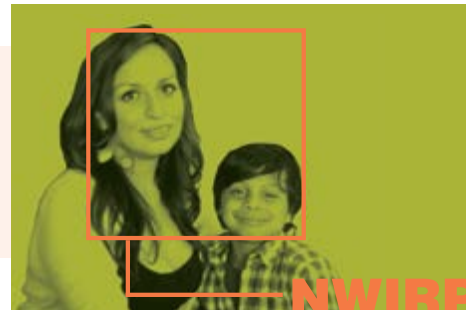
help us keep our virtual doors open to



# La Vie en Orange



# Northwest IMMIGRANT RIGHTS Project



# COVID-19 EMERGENCY APPEAL

## CAMPAIGN DESIGN & COPY

### Background

As the March 2020 COVID-19 shut down was extended, we knew it would affect BBBS' revenue. We had canceled 3 peer-to-peer fundraisers and anticipated moving a summer gala as well. It was the perfect time to encourage online giving, which hadn't previously seen much traction due to our dependence upon special events.

### Concept

An emergency appeal is something you only do sparingly. They motivate donors, but can also erode donor trust ("Why are you always in crisis?").

I crafted a personal letter from our CEO, with no banner image (starker than our e.newsletters). The several "Donate" buttons encouraged giving no matter how far they read (or didn't read).

I resent with different subjects to people who hadn't previously opened the message. I included a suggested donation of \$33 for non-donors, to bump them past \$25.

### Results

In the first 3 hours, we raised over \$3,000: astronomical online giving for our agency. Before the next appeal a month later, we raised more than \$13,000 from 104 people.

Dear Kori,

I don't normally share concerns with you like this, but these are challenging times.

COVID-19 is **devastating our families' incomes** and upending daily life for our Littles. In these times of **fear and anxiety**, a trusted mentor and team championing their children's health and success is more important than ever.

**Please make a gift today to support our Littles and Bigs through this crisis.**

**My urgent gift to defend potential**

With school cancelled, Jenelle was worried about where her daughter, Little Sister Tamara, would get lunch. Their Match Support Specialist helped Jenelle problem solve in the crisis and find food that Jenelle was able to access.

**Your gift today will help us keep our virtual doors open to provide support for families like Jenelle's** who might otherwise be facing this alone.

**Tamara is just one Little on our caseload. There are 457 others who are also facing the devastation of this pandemic.** Our Match Support Specialists serve as a hub for hundreds of families—providing resources for those who may be affected by loss of income, food insecurity, lack of healthcare, and anxiety due to the uncertainties related to COVID-19.

Our budget did not account for cancellation of the Bowl for Kids' Sake events and the revenue disruption COVID-19 has presented. But **even as we shelter in place, we're still meeting kids' needs.**

**Please make a gift today to help keep Tamara and Jenelle and other families connected to their Bigs and the other resources our staff provide.**

**Donate Now**

Thank you for your generous support in this time of need.

Gratefully,

Amy Kuchta  
CEO

**My urgent gift to defend potential**



# ANNUAL AGENCY VIDEO

## CONCEPT & PROJECT MGMT.

### Background

Each year, local storytelling company, Rhino, creates a video to help BBBS tell its stories. Each video's World Premiere happens at an annual gala.

These videos are made in collaboration with multiple agency departments.

### 2020 Concept

How are 3 matches weathering the pandemic and staying connected, despite social distancing?

Each match talked about representation through the production process, which Rhino then wove into this beautiful story. The video went Big-Brothers-Big-Sisters-of-America-viral, and BBBSA wanted to release a version for nationwide use.

I coordinated with each of the 3 matches and the Littles' parents/guardians for the nationwide release. It was important to Javon, in particular, that edits were made so that agencies who aren't doing equity work weren't able to take credit for the work for which he had praised BBBS of SWMI.



### Skills Featured

- Project management
- Some producing (I was onsite for each of the filming sessions and helped Rhino draw out some BBBS brand language from the subjects.)
- Editing feedback
- Partnership management (Rhino, each match)





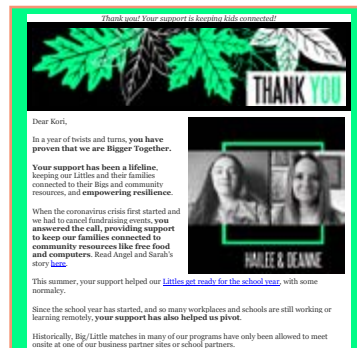
# END-OF-YEAR CAMPAIGN PART 2

## MASS EMAILS

Segmenting based on donor history, including date of last gift.

**Again, click any image for a link to the post on social or a pdf of the entire piece.**

### Pre-Thanksgiving Warm Up



*Thank you! Your support is keeping kids connected!*

**THANK YOU**

Dear Kori,

In a year of twists and turns, you have proven that we are Bigger Together.


Your support has been a lifeline, keeping our Littles and their families connected to their Bigs and community resources, and empowering resilience.

When the coronavirus crisis first started and we had to cancel fundraising events, you answered the call, providing support to keep our families connected to community resources like free food and computers. Read Angi and Sarah's story [here](#).

This summer, your support helped our [Littles get ready for the school year](#), with some normalcy.

Since the school year has started, and so many workplaces and schools are still working or learning remotely, your support has also helped us pivot.

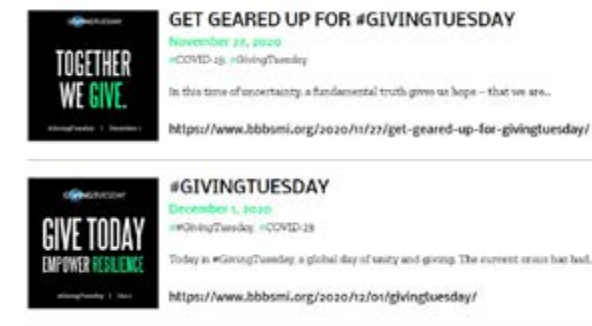
Historically, Big/Little matches in many of our programs have only been allowed to meet onsite at one of our business partner sites or school partners.



HAILEY & DEVONNE

## GIVING TUESDAY

### Blog



**GET GEARED UP FOR #GIVINGTUESDAY**  
November 23, 2020  
#COVID-19 #GivingTuesday

In this time of uncertainty, a fundamental truth gives us hope – that we are...

<https://www.bbbsmi.org/2020/11/23/get-geared-up-for-givingtuesday/>

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**#GIVINGTUESDAY**  
December 1, 2020  
#GivingTuesday #COVID-19

Today is #GivingTuesday, a global day of unity and giving. The current crisis has had...

<https://www.bbbsmi.org/2020/12/01/givingtuesday/>

## GIVING TUESDAY CONT.

### Social

Giving Tuesday also included a social component similar to the posts on the previous page. Posts are here:

- [Giving Tuesday is next week](#)
- [Keep connections strong](#)
- [Look for Sammy's story this month](#)
- [Give today, empower resilience](#)
- [Together we gave](#)



**WE'RE BIGGER TOGETHER**  
A global day of giving and unity

Dear Kori,

In this time of uncertainty, a fundamental truth gives us hope - that we are bigger together. This year, the entire world has come together to stand up, help out, and give back. We've seen this in our community every day.

Your support has provided access to additional community resources for hundreds of families we serve. Your support has kept our Littles, like Sammy, connected to their Bigs, like Sammie, in our professional and personal lives.

It's a global day of uniting events and continued ability to give back.

be matched dollar for dollar to join the team about being a Big.

Dear Kori,

...keeping kids connected.

Today is #GivingTuesday, a global day of giving and unity. Thank you for your recent, generous support. You also ensure our continued ability to give back every day.


Today, you can join us by:

1. Learning more. [Sign up](#) to be a Big Sister or Big Couple.
2. Following. Please follow us on [Facebook](#), [Twitter](#), and [LinkedIn](#) - and invite your friends to follow us too.
3. Sharing my video. I'm a proud and promise of you.

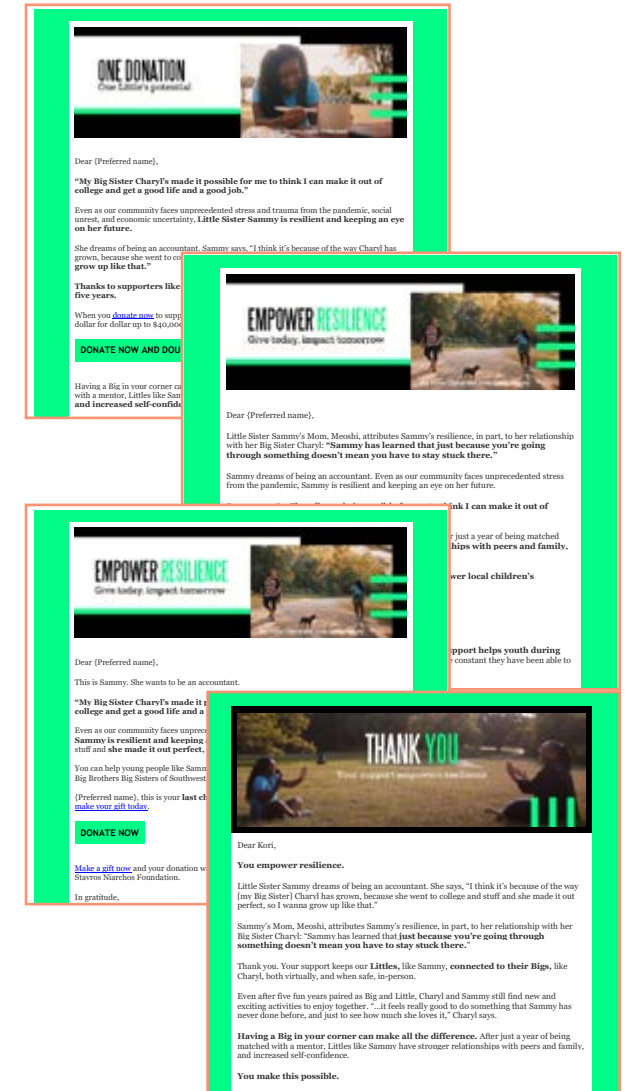
Your support proves we are bigger together!

Because of your support, our matches are continuing to meet from a distance, or outdoors, and are supporting each other more than ever through this unprecedented time.

Watch this video to hear how some local Bigs are mentoring their Littles and empowering resilience too.



## MASS EMAILS CONT.



**ONE DONATION**  
One. Sister's. potential.

Dear (Preferred name),

"My Big Sister Charly's made it possible for me to think I can make it out of college and get a good life and a good job."

Even as our community faces unprecedented stress and trauma from the pandemic, social and economic uncertainty, Little Sister Sammy is resilient and keeping an eye on her future.

She dreams of being an accountant. Sammy says, "I think it's because of the way Charly has grown, because she went to college and she's a professional."

Thanks to supporters like you, Sammy is resilient and keeping an eye on her future.

When you [donate now](#) to match your dollar for dollar up to \$40,000, you can help young people like Sammy and Charly.

**DONATE NOW AND DOUBLE YOUR IMPACT**

Having a Big in your corner can make a difference. Little Sister Sammy and her Big Sister Charly have stronger relationships with peers and family, and increased self-confidence.

**EMPOWER RESILIENCE**  
Give today. Impact tomorrow.

Dear (Preferred name),

Little Sister Sammy's Mom, Mesha, attributes Sammy's resilience, in part, to her relationship with her Big Sister Charly. "Sammy has learned that just because you're going through something doesn't mean you have to stay stuck there."

Sammy dreams of being an accountant. Even as our community faces unprecedented stress from the pandemic, Sammy is resilient and keeping an eye on her future.

Thank I can make it out of college and get a good life and a good job.

Just a year of being matched with a mentor, Little Sister Sammy has stronger relationships with peers and family, and increased self-confidence.

Support helps youth during uncertain times. Constant they have been able to give back.

Dear (Preferred name),

This is Sammy. She wants to be an accountant.

"My Big Sister Charly's made it possible for me to think I can make it out of college and get a good life and a good job."

Even as our community faces unprecedented stress and trauma from the pandemic, social and economic uncertainty, Little Sister Sammy is resilient and keeping an eye on her future.

You can help young people like Sammy and Charly. When you [donate now](#) to match your dollar for dollar up to \$40,000, you can help young people like Sammy and Charly.

(Preferred name), this is your last chance to make your gift today.

**DONATE NOW**

[Make a gift now](#) and your donation will be matched dollar for dollar up to \$40,000.

In gratitude,

Dear Kori,

**You empower resilience.**

Little Sister Sammy dreams of being an accountant. She says, "I think it's because of the way [my Big Sister] Charly has grown, because she went to college and she made it out of perfect, so I wanna grow up like that."

Sammy's Mom, Mesha, attributes Sammy's resilience, in part, to her relationship with her Big Sister Charly. "Sammy has learned that just because you're going through something doesn't mean you have to stay stuck there."

Thank you. Your support keeps our Littles, like Sammy, connected to their Bigs, like Charly, both virtually, and when safe, in-person.

Even after five fun years paired as Big and Little, Charly and Sammy still find new and exciting activities to enjoy together. "...it feels really good to do something that Sammy has never done before, and just to see how much she loves it," Charly says.

**Having a Big in your corner can make all the difference.** After just a year of being matched with a mentor, Littles like Sammy have stronger relationships with peers and family, and increased self-confidence.

**You make this possible.**

# KORIJOCK.COM

## CONTENT

### Background

Starting [La Vie en Orange](#) in 2011, I had no idea that it was weird to make underwear.

I built the business, my digital presence, and following over 8 years. Turning the website back on to share with you filled me up, even if some things are frozen in 2019, when I closed.

It was vibrant, inclusive, and body- and sex-positive. It was sustainable and paid contractors a living wage. It brought joy and whimsy into people's pants, days, and the world.

### Skills Featured

- Website planning and maintenance (used a pre-fab theme and incorporated my brand standards)
- Graphic design
- Copy writing (any guest writers to the blog are introduced in the first paragraph)
- Brand development (an artist helped choose my brand colors and fonts; logo and other brand elements created by me)
- Illustration in undies' prints for the brand (unless a guest designer, as in the men's Pride line is mentioned)
- Product photography
- Art direction
- Photo editing

### Homepage



SHOP ABOUT FIT PRAISE BLOG

WELCOME TO THE PARTY!

YOUR UNDERWEAR AND I NEED TO TALK...



I just want to make sure it's making you happy, that it fits like a glove (or a really fantastic fitting pair of underwear), and that it's making your bottom look as great as it should. Oh, and is it saving the world too? The underwear I make and want to share with you does all that... and more.

- Kori Jock, Cheek Executive Officer

**La Vie en Orange**

# MEDIA KIT

## CONCEPT, CONTENT, DESIGN

### Background

I regularly pitched national reporters story ideas about La Vie en Orange, garnering multiple instances of national media recognition. I prepared this media kit a few years in.

### Skills Featured

- Graphic design
- Copy writing
- Public relations

See the full media kit [here](#).

## EXCERPTS



**La Vie en Orange**  
HANDMADE UNDIES THAT PUT A PARTY IN YOUR PANTS  
Media Kit

Handcrafted in Kalamazoo, Michigan | Contact La Vie en Orange: [kori@korejock.com](mailto:kori@korejock.com) | 248.830.0843 | [korejock.com](http://korejock.com)

## EXCERPTS CONT.

### OUR STORY

La Vie en Orange is a Kalamazoo, Michigan-based business that turns thrifted and formerly-favorite tees into undies that put a party in your pants. While we love bright, bold colors and cheeky handmade screen prints, we also love taking people's old tees and turning them into their new favorite undies.

### THE PROCESS

Inspired by a family legacy of sewing undies, Kori Jock launched La Vie en Orange in 2011 after 5 years of repurposing t-shirts into undies for herself.

Each pair of La Vie en Orange undies (lovingly called Uptees) is handmade and hand screen printed from a 100% cotton, repurposed t-shirt.

T-shirts are cut into undies size pieces, then screen printed before being sewn in our Michigan studio.



### KORI JOCK

Kori Jock has been called an "Underwear Farmer" (by a two-year-old at the Farmers' Market) and an "Underwear Angel" (by a happy client). Mostly she just wants to make sure your undies fit well and that you feel fabulous from the moment you put them on. Inspired by a family legacy of sewing undies, she began repurposing t-shirts into undies featuring bright colors, cheeky prints, and unmatched comfort. Studying fashion at Western Michigan University, she spent 8 years doing non-profit social justice work in Seattle and Kalamazoo, MI before starting a party in everyone's pants.



### FOR THE MEDIA

#### STORY ANGLES

Eco-friendly gifts  
One of a kind gifts  
Grad gifts  
Repurpose tshirts beyond blankets/quilts  
Creative spring cleaning

#### IMAGES

For product or lifestyle photos, please send an email request to [kori@korejock.com](mailto:kori@korejock.com).

#### FAQS

##### HOW DO YOU KNOW YOUR SIZE?

If you know your size in another brand, you can check out our size chart to see what size would work best with us.

If you get your undies and they don't fit. La Vie en Orange takes them back for custom alterations until they're your perfect size. It's our "Not Booby Guarantee."

We'll send a self-addressed stamped envelope your way to ship them back, and email about where the fit needs to be tweaked. We'll ship them back within 3 weeks if they fit, awesome. If not, we'll repeat the process. If they're perfect. If you want future undies, I'll have your notes on file and make them especially for you.

##### DO THEY SHRINK?

The cotton in the elastic will shrink a little bit, but the rubber in the elastic won't (so they'll still stretch as much). The cotton in the undies themselves is laundered and preshrunk. What you see is pretty much what you get!

##### WHY UNDIES?

Growing up, Kori's Grandma made undies for her Dad and Grandpa, so handmade underwear was always just normal. Even though Kori studied fashion design in college, she had trouble reconciling her art with the consumerism and environmental impact traditionally associated with it.

Then came the "Eureka" moment when she was about a year out of school. Undies are something pretty much everyone needs, so they're not more "stuff."

Unless they don't fit well, they're usually something you buy and then frequently use.

We make underwear out of old tshirts because we believe that we already have more than enough, materially, and were passionate about finding creative ways to use and reuse materials sustainably. We make underwear out of old tshirts because we think about the impact that fashion has on the environment, our psyches, and future generations.

Handcrafted in Kalamazoo, Michigan | [kori@korejock.com](mailto:kori@korejock.com) | 248.830.0843 | [korejock.com](http://korejock.com)

**La Vie en Orange**  
HANDMADE UNDIES THAT PUT A PARTY IN YOUR PANTS

### ABOUT "LA VIE EN ORANGE"

"La Vie en Orange" is a play on the French "La Vie en Rose" which means looking at life through rose colored glasses or seeing this hyper-beautiful reality. La Vie en Orange is brighter, sunshinier, more optimistic. That's how we look at life, and undies.

These undies are for women and men who want to put more fun in their day. Women who see the sunny side of life, and aren't afraid to skip if they feel like it, laugh long and loud, and find joy and wonder in the every day. Men who know that they deserve more fun in their wardrobe and day. Kori began making her own undies in 2006 and

### SAVE THE DAY - SELECTED PRODUCTS

She'll feel like a superhero every time she gets dressed! Hand made and hand screen printed in the U.S.A. from 100% cotton, repurposed tshirts, these boy-cut for women undies will help your girl take on her day whether she's rocking them under a pencil skirt for the 9-5, or actually taking on the baddies in real life.



Kapow Undies  
MSRP \$28



Wham! Undies  
MSRP \$28



Wonder Woman Inspired Undies  
MSRP \$28

Handcrafted in Kalamazoo, Michigan | [kori@korejock.com](mailto:kori@korejock.com) | 248.830.0843 | [korejock.com](http://korejock.com)

**La Vie en Orange**  
HANDMADE UNDIES THAT PUT A PARTY IN YOUR PANTS

# La Vie en Orange

# POSTCARD PROJECT

## CONTENT

### Background

NWIRP wanted to warm up its donors with a mailing before the next appeal. I connected with a local fine artist, Nathan Brutzman, who donated his time and talent developing layouts for the first 3 postcards.

They were so well-received that a donor had even hung them on their fridge! NWIRP used the concept for the next several postcards, which I laid out and drafted copy for.

### Skills Featured

- Soliciting in-kind donations
- Photography (Sergio & Muktar)
- Photo editing
- Copy writing
- Client interviews
- Storytelling

## SELECTED POSTCARDS

**Sherezade**

Northwest  
IMMIGRANT  
RIGHTS  
Project  
615 Second Avenue | Suite 400  
Seattle, WA 98104


NON PROFIT ORG.  
U.S. POSTAGE

I was born and raised in Mexico City until I was ten. When my parents got divorced my mother decided to move to the U.S., to Sunnyside, WA. There, I went to school and got married when I was 18 years old. My marriage turned into an abusive relationship. One of the reasons I stayed was that I was undocumented. After 6 years I left, despite my status, because I wanted a better future for my son.

This spring I will graduate with a B.A. in Business Administration, with a concentration on Marketing. I have been President of a student organization that addresses some of the most pressing needs of our community.

NWIRP has played a key role in my life since the day I met them. Not only did they provide me with guidance and assistance through the legal process, NWIRP has given me the tools to attain a college education and empower others in my community. Most important of all I have a future with options for myself and my child.

Learn more at [nwirp.org](http://nwirp.org)



NWIRP

postcard front

### Sergio

Northwest  
IMMIGRANT  
RIGHTS  
Project

615 Second Avenue | Suite 400  
Seattle, WA 98104

Sergio's mother brought him to the United States from Mexico when he was 12. Instead of enrolling him in school, she sent him to work 12-hour days at a stuffed animal factory. She abused him and at age 15, abandoned him. At 16, he became homeless. All the while, Sergio did all he could to stay in school, even arriving early to study every day despite working long hours at multiple jobs to support himself and his sisters in Mexico.

A school counselor recognized that Sergio was struggling and referred him to Northwest Immigrant Rights Project. NWIRP helped him get a green card through protections available to abused, abandoned or neglected children. NWIRP also referred Sergio to other resources that enabled him to find a stable home with a foster family.

Sergio graduated from high school and now attends college where he does volunteer outreach to Latino middle and high schoolers about the importance of education. He plans to apply for US citizenship as soon as he is eligible next year.

Learn more at [nwirp.org](http://nwirp.org)



postcard fronts

### Muktar

Northwest  
IMMIGRANT  
RIGHTS  
Project

615 Second Avenue | Suite 400  
Seattle, WA 98104

I left Somalia for a lot of reasons. My father, my three brothers, my uncle were all killed. I didn't feel safe. There was no justice, a lot of corruption. In 2010 I came to the United States. I made my way through Cuba, Ecuador, Columbia, Panama, Costa Rica and Mexico before getting to the US.

Those first 24 hours here were the hardest of my life. We were put in a very cold room. All of our possessions were taken away. From California, we were sent to immigration detention in Tacoma, Washington. That's where I spent the next four months. That's where I met NWIRP.

We looked forward to their visits. They tried to get the Somali community in this city together for us. They helped prepare our asylum cases. They made sure I got out of there. Their work, to be honest, was extraordinary. NWIRP is about helping people who need help. I really thank you guys. It helped knowing people cared.

Now that I'm here, ...I want to work in the medical field, doing something other people can benefit from.

Learn more at [nwirp.org](http://nwirp.org)



Northwest  
IMMIGRANT  
RIGHTS  
Project