

Several years ago, the [Association of Rhode Island Authors](#) started a GoFundMe campaign with the intent to upgrade and rebrand its logo, stationery, templates for flyers, interactive website, social media image, banners, merchandise -- everything to corral ARIA's multi-faceted image under one design. Many people donated, and we thank them for their contribution. When the pandemic hit, our plans stopped.

As ARIA's new president, my top priority in 2021 was to establish a Rebranding Committee that eventually commissioned the Carrie Chatterson Studio (CC:S), based in Wakefield, RI, to give ARIA its contemporary and updated look. We are overjoyed with where Carrie's creative eye is taking us. First the logo; next is the all-inclusive website and collateral materials.

Former



Now



A major change is underway, and we are once again asking for donations to our GoFundMe Campaign. The Rebranding budget is \$12,000. We need your help now more than ever to continue our graphic challenges going forward not only in Rhode Island but elsewhere.

Most writers labor at their craft. Few make a living from it, which makes it difficult to continuously ask ARIA authors for financial support to expand. Fear of stagnation, or disinterest, might result if the organization cannot grow. Now a 501(c) (3) non-profit charitable education and arts organization, your GoFundMe donation is tax-deductible.

Rhode Island's authors are dedicated to excellent storytelling. With their love of words and your much-needed support, the organization can achieve its worthy goals. If you wish to donate, click below. Thank you and we look forward to seeing you at our events.

<https://gofund.me/30b5d5d3>

Sincerely,

J. Michael Squatrito, Jr.
President
Association of Rhode Island Authors