

New Deal Agencies (“Alphabet Agencies”) Promotional Flyers Project

The CCC was the Civilian Conservation Corps. The FDIC was the Federal Deposit Insurance Corporation. The PWA was the Public Works Administration. In fact, there were so many new federal agencies formed during the New Deal - most known by their initials rather than their full names - that they eventually became known as the “alphabet agencies” of the New Deal.

Each had its own title, goals, and powers, but every one was intended to promote and implement one or more of the “Three Rs” of the New Deal - Relief, Recovery, and Reform. What they REALLY needed, though, was better advertising. That’s where *you* come in.

Working alone or with one other person, you’re going to choose THREE federal agencies created as part of the New Deal and create an 8.5” x 11” color flyer promoting each one. Each flyer must include...

- The name of the agency and its abbreviation. (These can be included separately, or you can find some way to highlight or emphasize the first letter of each word so it’s obvious.)
- A hand-drawn visual emphasizing something important the agency was intended to do. (It’s OK if you’re not a great artist - show me you understand the agency.)
- Text (a few sentences) promoting what the agency does and why someone might want to take advantage of this service, program, or opportunity.

Each of your flyers should be in color and the page should be filled up with relevant text and visuals. (They should look like hand-drawn drafts of something people might actually hang up to promote these agencies.)

If you’re not sure where to start, your textbook probably includes several of these agencies and explains at least some of what they were intended to do. The Crash Course video over the New Deal discusses several as well. You’re also welcome to try these sites to help you get started:

<https://www.fdrlibrary.org/great-depression-facts#>

<https://www.ushistory.org/us/49e.asp>

<https://www.studentsofhistory.com/the-new-deal-alphabet-soup>

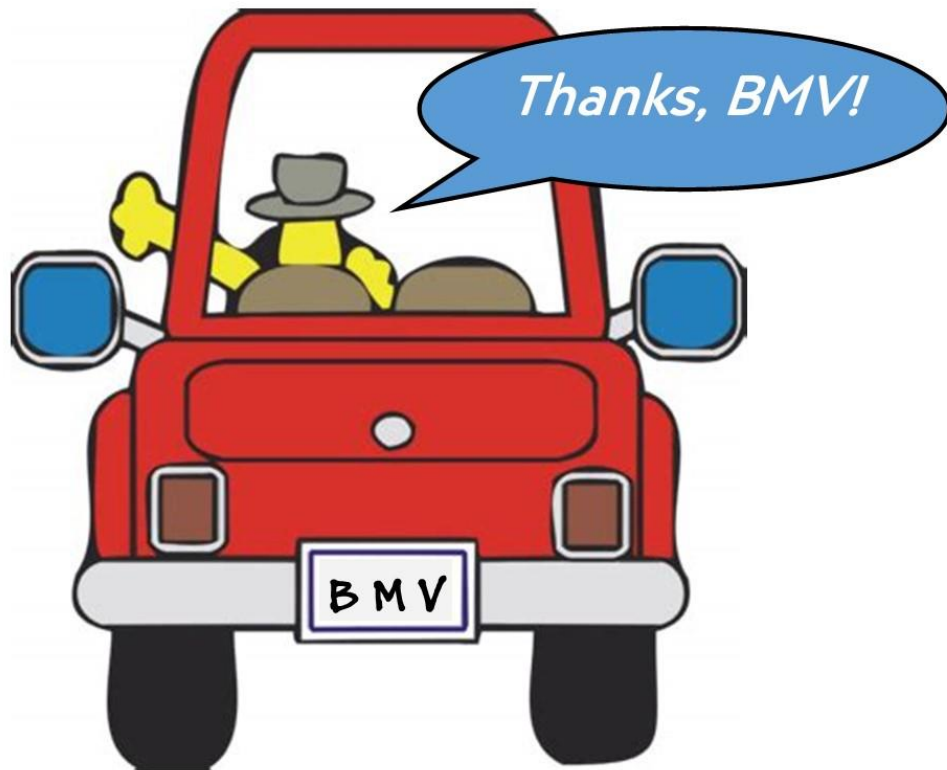
There’s also a rough example on the back of these instructions. Note that they don’t have to be deep or brilliant - just show me that you “get” each agency. Let me know if you have any questions.

Rough Drafts are due _____ and are worth _____ possible points.

Final Drafts are due _____ and are worth _____ possible points.



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