



## Frequently Asked Questions

### **WHAT IS CREATEATHON?**

CreateAthon is a 24-hour creative marathon designed to deliver professional marketing and design services to nonprofit organizations that could otherwise not afford them. Since its inception in 1998, this “all-nighter for charity” has served more than 3,500 nonprofits, providing more than \$24 million in pro bono services.

### **WHO QUALIFIES TO APPLY?**

We only work with organizations that meet the following criteria: have little to no budget for marketing; no working relationship or contract work with a creative agency; able to participate and provide support during the 24-hour event; strong executive leadership, board and management; have a strategic plan or vision; the organization is stable and effective; located in the DMV area; has 501 c3 status.

### **WHAT TYPES OF PROJECTS DO CREATEATHON VOLUNTEERS TAKE ON?**

We are able to support the following projects: branding, fundraising campaigns, awareness campaigns, promotional collateral, social media strategy, video stories, web design, and general advertising and strategy.

### **HOW DO I APPLY?**

Interested nonprofits may download an application at <http://dc.aiga.org>.

### **WHEN ARE APPLICATIONS DUE?**

The deadline to apply is **Monday, January 22, 2018**. However, we encourage organizations to submit applications as soon as they can.

### **HOW WILL NONPROFITS BE SELECTED?**

A planning committee made up of volunteers and AIGA DC board members will carefully review all applications. They will be looking for organizations with clear goals and needs, as well as the necessary resources to utilize any materials created during the CreateAthon.

### **WHAT HAPPENS IF MY ORGANIZATION IS SELECTED?**

If your nonprofit is chosen, a team of creative/marketing volunteers will be assembled to work on your project during the CreateAthon. They will possess the necessary skills that your project requires. A team lead will contact you in the weeks leading up to the event to iron out details and requirements, and discuss possible creative approaches.

## **WILL I BE ABLE TO MEET THE VOLUNTEERS BEFORE CREATEATHON?**

Yes. We will have a Kick Off event a few weeks before CreateAthon where all nonprofit representatives and volunteers will meet and get to know each other.

## **ARE WE OBLIGATED TO USE THE MATERIALS CREATED?**

Our goal is to create materials that meet your objectives and we'll work dutifully during the 24-hour event to make sure that happens. One way we do that is by meeting before the actual CreateAthon to discuss the project more in depth and work out any requirements. The other way to be in contact with you during CreateAthon to ask questions or get feedback.

Our process is designed to help nonprofit organizations that need it the most. As such, if your group is selected, you are potentially beating out dozens of other nonprofits who apply and gaining access to services that would potentially cost you thousands of dollars. For that reason, we strongly suggest that you use the creations our volunteers deliver.

## **WHO OWNS THE DESIGNS AFTER THEY ARE CREATED?**

All work completed during CreateAthon is the property of the volunteers and any third parties, such as photographers, illustrators, etc., that contribute to the projects. You CANNOT use any part of the designs for something other than what was outlined beforehand without permission from the people involved and possible monetary compensation.

## **WHAT OBLIGATIONS DO I HAVE IF MY ORGANIZATION IS SELECTED?**

A representative from the selected organizations must:

- attend the kick-off event (details to be announced),
- be available to their assigned team throughout CreateAthon (either by phone or email), and
- attend the presentations at the end of CreateAthon (details to be announced).

All logistics and schedule for CreateAthon will be shared closer to the event date.

## **WHERE SHOULD I GO FOR MORE INFORMATION?**

If you have questions not answered here, please contact Amber J. Simmons at [amberjsimmons@gmail.com](mailto:amberjsimmons@gmail.com).

## **ABOUT AIGA DC**

AIGA advances design as a professional craft, strategic advantage and vital cultural force. As the largest community of design advocates, we bring together practitioners, enthusiasts, and patrons to amplify the voice of design and create the vision for a collective future. From its beginnings as a craft and design club of 79 members in 1984, the DC Chapter of AIGA has grown to include more than 1,000 individuals from Virginia, Maryland, and the District of Columbia.