**CreateAthon 2018 Application**

# GENERAL INFORMATION

Organization:

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Address:

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Contact Name & Title:

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Phone:

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E-mail address:

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# ORGANIZATION INFORMATION:

Description of organization’s mission:

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Is your organization listed as a 501(c)3: You must be a 501(c)(3) to apply.    Y  /  N

What year was your organization founded? \_\_\_\_\_\_\_

Does your organization provide direct services or is it an association/coalition?

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Where is your organization headquartered?

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What is your geographic service area?

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Did your organization budget for advertising/marketing this year? Y  /  N

If so, please provide a brief outline your marketing program and spending in 2018.

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Is your organization working with any other marketing/advertising agency? Y  /  N

Please provide the name and website of the agency

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# PROJECT INFORMATION:

What projects could your CreateAthon team provide to make the most immediate impact on your organization’s progress and success? Please list up to three and be specific. This will help our team identify how to best assist your organization. **NOTE:** Only 1 project will be chosen for CreateAthon

*Some examples of projects include:*

* + Brand Identity (logo, style guide, etc.)
  + General Advertising & Marketing
  + Website Design and Development
  + Social Media Campaigns
  + Fundraising Campaigns
  + Awareness Campaigns

**Project 1**:

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Objective of Project (i.e., awareness, fundraising, volunteer recruitment, etc.):

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Target audience:

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**Project 2:**

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Objective of Project (i.e., awareness, fundraising, volunteer recruitment, etc.):

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Target audience:

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**Project 3:**

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Objective of Project (i.e., awareness, fundraising, volunteer recruitment, etc.):

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Target audience:

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Do you have any specific timing requirements for the work requested? Is this work tied to a specific event or does it need to coincide with other planned strategic initiatives?

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Please describe the resources your organization might have to execute and/or manage the type of work requested, post CreateAthon. For example, do you have a marketing/communications director or someone else on staff who can coordinate printing? Web development? E-mail marketing? Public relations and/or social media tactics?

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Are your team and board members fully on board with having this work done? Will board members/key decision makers be available to provide project input, and review and approve the work at the days and times specified below?

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How did you hear about CreateAthon?

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Do you have suggestions for other ways we could tell nonprofits about this event?

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If you have any questions, please contact Rebecca Perez at [rebecca@dc.aiga.org](mailto:rebecca@dc.aiga.org?subject=CreateAthon%20application)

*Final candidates will be notified 4 Weeks from application deadline.*

CreateAthon DC TERMS AND CONDITIONS

If my organization is selected as a CreateAthon® participant, I understand and agree to the

following:

Creative development and work for this project will be done by the CreateAthon DC team between the hours of CreateAthon (exact dates and times TBD).

We will provide documentation of our 501(c)3 status or a fiscally sponsored nonprofit status to the CreateAthon DC team, if asked.

We will meet with the CreateAthon DC team before the starting date (as mentioned above) to provide additional background on our organization and the requested project.

We will have a decision-making representative available via phone and email for the entire 24-hour period (as mentioned above) to provide feedback and support to our CreateAthon DC team

We will meet with CreateAthon DC team the morning of Sunday March 2018 (date TBD) to see a presentation of the work.

We will secure necessary approvals (i.e., Board approval) and deliver any final changes that need to be made to the project (editorial revisions only) no later than 24 hours after CreateAthon.

We understand there will be no additional work provided by the CreateAthon DC team for this project beyond the terms and dates outlined above.

If any additional work is required, we will discuss compensation with a designer and continue the work separately outside of CreateAthon.

We agree to help CreateAthon DC measure the impact of the pro bono work by reporting on the impact 6 to 8 months following the delivery and implementation of the project. Specifics of variables to evaluate and methodology will be defined at the beginning of the project.

We understand that all work completed is the creative property of the volunteers and any third parties that contribute to the project such as photographers, illustrators, etc., thus allowing for any use of the work in promotional work and documentation for CreateAthon DC and its volunteers.

We understand that we will get all digital copies of work provided and I will have the right to be used as needed for further development of my organization.

Name of Organization:

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Contact Name:

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Executive Director:

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Signature:

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Date:

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**Application Deadline:** January 22, 2018

Submit your application to Rebecca Perez at AIGA DC via email: [rebecca@dc.aiga.org](mailto:rebecca@dc.aiga.org?subject=CreateAthon%20application)