



CreateAthon®

2009

CreateAthon® is a 24-hour, work-around-the-clock creative blitz during which advertising agencies generate creative and strategic work for local nonprofits that have little or no marketing budget. Since the program's expansion from a single market to a national effort in 2002, 73 agencies have joined the CreateAthon network, holding CreateAthon events in their cities. This effort has benefited over 1,000 nonprofit organizations with 2,248 projects valued at more than \$10 million.

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CreateAthon works like this:

- ➔ A local advertising agency signs on as a CreateAthon partner, agreeing to follow standards developed by the program's originators and agreeing to hold their event during national CreateAthon week. (There is no fee to join the organization or participate in CreateAthon. All network administrative fees are absorbed by RIGGS, who oversees network recruitment/administration.)
- ➔ The agency solicits applications from local 501(c)3 organizations.
- ➔ The agency selects a group of nonprofits/projects based on recommended criteria.
- ➔ The projects are completed start to finish during one 24-hour period.
- ➔ The work produced during the creative blitz includes conceptual development, copy writing and design on projects such as brochures, outdoor, direct mail, television, identity and web development, in addition to overall marketing and public relations planning. Additionally, partners are encouraged to seek local partners to provide printing, production and media placement to make CreateAthon a turnkey pro bono effort.

Markets that have been served by the national CreateAthon network include:

Columbia, SC; Falls Church, VA; Akron, OH; Forty Fort, PA; Moorestown, NJ; Stevensville, MD; Jacksonville, FL; Richmond, VA; Miami, FL; Montgomery, AL; Meridian, MS; Cambridge, Ontario; Georgetown, KY; Mississauga, Ontario; Charleston, SC; Nashville, TN; Sturbridge, MA; Greensboro, NC; Hudson, NC; Covington, LA; Indianapolis, IN; Vancouver, BC; Waltham, MS; Albany, NY; Lockport, NY; Melville, NY; Biloxi, MS; Meridian, MS; Folsom, CA; East Lansing, MI; Birmingham, AL; Fountain Hills, AZ; St. Louis, MO; Hudson, NC; Downingtown, PA; Punta Gorda, FL; South Bend, IN; East Dundee, IL; Pointe Claire, Quebec; Trenton, NJ; Alberta, Canada; Tallahassee, FL; Hato Rey, Puerto Rico; Columbus, OH; Salt Lake City, UT; Knoxville, TN; Leawood, KS; Memphis, TN; Jamestown, NY.

www.createathon.org