



# CreateAthon®

2008

**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 2001, 62 agencies have joined the CreateAthon network, holding CreateAthon events in their cities. This effort has benefited 1,008 nonprofit organizations with 2,143 projects valued at \$8.4 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 served in 2007 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; Mt. Pleasant, SC; Nashville, TN; Sturbridge, MA; Greensboro, NC; Hudson, NC; Covington, LA; Indianapolis, IN.

The concept was developed by RIGGS, a marketing and advertising agency in Columbia, SC, to give structure to RIGGS' philanthropic efforts. Since its inception in 1997, RIGGS has provided marketing services to 122 nonprofit organizations throughout South Carolina, producing 339 projects at a market value of \$2.0 million.

[www.createathon.org](http://www.createathon.org)