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## CreateAthon 2009 Frequently Asked Questions

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### **What is a CreateAthon®?**

The mundayMorning Creative Group 2009 CreateAthon® is a 24-hour blitz in which we provide creative and marketing solutions to local North Texas non-profit organizations on a pro-bono basis. Our goal is to provide these organizations with amazing, professional quality work to help them help others. It also provides an agency, like mundayMorning, an opportunity to give back to the community through the utilization of high-quality creative services.

### **How does a CreateAthon® work?**

1. mundayMorning solicits applications from local 501(c) organizations. Application deadline is December 10, 2008.
2. In December, a committee of judges selects 5-10 projects from the applications based on a recommended criteria.
3. Selected communication projects will be completed during a 24-hour period starting on January 29, 2009 at 10:00am.

### **Who qualifies to apply?**

CreateAthon® is geared toward local, 501(c)3 non-profit organizations in dire need of creative services. Governmental entities do not qualify.

### **What types of projects can I request in my CreateAthon® application?**

Non-profit organizations applying can request projects that may include the creation of logos, letterhead packages, brochures, advertisements, direct mail campaigns, posters, outdoor billboards, signage, banners, communication strategies, marketing strategies, website development and more.

### **How do I get an application?**

Interested organizations may download an application by visiting [www.mundayMorning.com/CreateAthon](http://www.mundayMorning.com/CreateAthon) or by calling 972-852-2800 ext 121.

### **Can I send additional background information with my application?**

Yes! This is encouraged to help us learn about your group and your needs.

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## When are applications due?

Before 5 p.m., Wednesday December 10, 2008

## What other important dates should I know about if I am a selected non-profit?

1. Selections announced Friday December 12, 2008
2. Selected non-profit's will meet with mondayMorning staff between January 7th through the 9th
3. CreateAthon® event: 10 a.m. on January 29 to 10 a.m. January 30, 2009

## Is there an extension to the application process?

Unfortunately, no. To be fair to those organizations that submitted their applications on time, the deadline is firm.

## How can I send in my application?

📧 As a pdf file via email to [jeff@mondayMorning.com](mailto:jeff@mondayMorning.com)

📧 via postal mail/delivery service:

mondayMorning Creative Group

attn: CreateAthon

4100 Spring Valley Road

Suite 700

Dallas, TX 75244

📧 Via Fax: 972-852-2900

## Who originally created CreateAthon®?

CreateAthon® was founded in 1998 by RIGGS, an advertising agency in Columbia, South Carolina. It received such overwhelming support from non-profits, vendors and the business and civic community that RIGGS expanded the CreateAthon® program to form a National CreateAthon® network. RIGGS will partner with over 40 advertising and marketing firms across the United States and Canada in a coordinated CreateAthon® effort. Each firm has pledged to hold 24-hour creative marathons in their respective markets. Information about the national program is available at [www.createathon.org](http://www.createathon.org).

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## **Who can be part of a CreateAthon® Network?**

Membership is limited to one agency per market and granted on a first-come, first-served basis. mundayMorning Creative Group is the exclusive Dallas, Fort Worth area partner.

## **What makes CreateAthon® attractive to agencies, vendors, printers, and other media/communication partners?**

It is common in our business to be deluged with requests for pro bono work during the course of the year. CreateAthon® makes it possible for an agency along with it's partners and vendors to efficiently handle requests while providing a multitude of benefits. The biggest benefit is the public awareness and funds raised by need non-profits through their utilization of the communications products and plans that are produced for them during CreateAthon®.

It also energizes our staff because they are doing important work that makes a difference for non-profits in need and the communities they serve.

## **Is printing part of the deal?**

We are currently soliciting printing donations from some of our vendors. Any donations will be divided among all items to be printed for all the groups, so thus, not all printing fees will be covered. Please keep in mind that you may need to set aside some funding to cover the additional printing costs of your request.

## **Do the non-profits own the designs after they are created?**

Yes. A disk of the designs, ready for pre-press at a professional printer, will be given to each non-profit organization. Non-profits are free to use the design style for other publications produced outside of CreateAthon®.

## **Are other pro bono services offered other than CreateAthon® from mundayMorning?**

No. the effort for CreateAthon® is considerable, and lasts months prior to the event. Thus, the combination of hours and donated materials for CreateAthon® is the extent of what we can donate to the community this year.

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## About mundayMorning

mundayMorning is a full-service ad agency in Dallas, Texas. Our mission as a company is lived out every day: to provide our clients with well thought out strategic creative, branding, design and marketing solutions, all while treating them with absolute fairness and respect on a business and personal level. We love what we do, and we prove it in our work ethic, customer relations and the positive results we produce for our clients.

Our number one service is that we get to know you, your business, your success stories, your challenges, your goals, your products/service, your target audience, your market and everything in between.

With a group of talented and dedicated creative people, we are proud to offer all of the services below to our clients. By having our core services performed in-house, we maintain creative control for you and make sure that your message and goals are achieved with consistency, enabling your brand to become more powerful. Any we're proud to bring our partnerships to the table when needed for large media planning and buying, and back-end database programming.

- 👤 Branding
- 👤 Advertising - Campaign/Promotional
- 👤 Marketing - Planning/Development
- 👤 Public Relations
- 👤 Web Design, Development & Marketing
- 👤 Copywriting
- 👤 Collateral & Sales Design
- 👤 Interactive Messages
- 👤 Direct Advertising
- 👤 Media Placement