

# Your Burning Questions, Answered

Read on to learn more about our partners, process and the marathon model.

## Why is a program like CreateAthon needed?

In response to the rise in worldwide social problems, the nonprofit sector has grown by almost 50 percent in the last 10 years. This proliferation has resulted in a crowded marketplace, making it more difficult than ever for nonprofits to stand out.

As most nonprofits can't afford professional marketing support, they struggle to effectively frame their messages and execute the marketing and communications strategies that can advance their mission. CreateAthon helps these nonprofits thrive by giving them the marketing tools they need to raise awareness of their work and make their communities stronger.

## Why partner with CreateAthon?

It's one thing to donate 24 hours of your organization's time, but it's quite another to pull off an effective pro bono marathon. To that end, we've developed a tried-and-true process for organizing, hosting and leveraging your own marathon to generate community impact and goodwill.

Beyond access to the best practices we've honed over 18 years, you and your team can be part of a movement that is gaining national — and international — recognition. Our goal in building the infrastructure around CreateAthon as a nonprofit is to ensure that we have the dedicated resources needed to continually improve the support you need before, during and after a CreateAthon event.

## Why 24 hours?

While 24 hours is certainly not mandatory, experience has shown that the 24-hour model is highly effective in engendering the excitement, focus, and challenge teams need to rally around such a worthwhile endeavor. Our CreateAthon partners tell us consistently that the event format is a welcome break from the everyday pace, and an event that their employees, students and/or colleagues look forward to every year. Many corporations find that they are best suited for extended-day marathons as opposed to overnight gigs, which is certainly fine.

## When can I hold my event?

Many CreateAthon partners choose to hold their events during National CreateAthon Week, which is typically the third full week in October of each year. However, this is not a requirement! Your organization can hold its CreateAthon event at whatever time of year works best for your people and your community.

## What support is provided?

When you become a CreateAthon partner, you will gain legal access to use of our trademarked name, along with a complete toolkit that offers best practices on how to execute a successful CreateAthon event. We'll also feature your team in ongoing national public relations efforts that surround the program. We are currently at work developing post-CreateAthon research tools designed to help you measure and articulate the impact of CreateAthon work in your community.

## What do I have to do to join?

All you have to do is sign a simple Letter of Agreement, renewed annually, that states your intent to abide by the general brand guidelines associated with CreateAthon, and to support the efforts of CreateAthon as we continue to build the program (through a philanthropic gift, third-party fundraising or in-kind service). All we ask is that every CreateAthon partner contribute to supporting the organization's development efforts as we build the dedicated staff resources needed to help the CreateAthon movement grow.