IMPACT48 EVENT OVERVIEW AND NON-PROFIT REQUIREMENTS

Impact48 Overview

Design plays a huge role in how we view business and society. It fosters cultural understanding, engages social awareness, improves the human experience, and elevates the value of your business.

On May 17 - 18th, some of the most talented creatives from Metro Detroit will donate 48 hours of their time to make a big impact for one local non-profit.

Impact48 is hosted over two days, where creatives work together as a team. Designers will utilize the best of design thinking in order to create a new, exciting brand identity system for one non-profit in need. After the two days of creative brainstorming and collaboration, the non-profit organization will come away with a brand identity package, social networking graphics and more.

To get more information, please visit our website: www.detroit.aiga.org/impact48

Non-Profit Requirements

We would love to work with your organization! Please review the following considerations, and if you feel your organization is a fit, please submit your application.

CONSIDERATIONS

- 501(c)(3) organizations that support the Metro Detroit area are elligible to submit an application.
- Project scope must be something that can be accomplished in given time frame (48 hrs).
- Participating organization will be responsible for advance work in preparation for Impact48, including filling out a creative brief. Other advance preparation may include refining the goals for the project, writing copy, gathering photographs, information or drawings, or encouraging community members to participate.
- Participating organization must have a representative present for the initial kick-off meeting, lunch with the design team, and the final presentation.
- Upon completion of the final presentation, clients will be allowed to make MINOR changes to the work, but no large revisions will be accepted.

EVALUATION AND SELECTION

The AIGA Detroit Impact48 committee will review all submissions. The winning organization will be chosen by the Impact48 committee based on the organization's needs, type of project, ability to follow through on the project, and positive impact the project will have in the community. Religious and politically-focused organizations, as well as organizations that practice discrimination will not be eligible.

AIGA Detroit

NON-PROFIT APPLICATION

ORGANIZATION INFORMATION

Name of Organization _____

Address _____

City/State/Zip _____

Web Address _____

Phone _____ **Fax** _____

Contact Person _____ **Phone** _____

Type of Services Provided _____ **Formation Date** _____

Your Mission Statement _____

_____

_____

_____

PROPOSAL FORMAT AND CONTENT
Please use the following to outline and format your proposal.

1. **Organization Description:** Expand on the mission statement and objective of the organization. Please include milestones, awards, and other accolades (2-3 paragraphs).
2. **Samples:** Please attach samples of marketing materials you are currently using.
3. **Goals:** Describe your organization's marketing goals for the next two years.
4. **Project Interest:** Describe why you want to participate in the Impact48 project.
5. **Project Expectations:** Describe your expectations if your organization is chosen to participate in the Impact48 project.

NON-PROFIT CHECKLIST AND COVER SHEET

Name of Organization _____

Submitted By _____

☐   **Completed application**

☐   **Proposal**

☐   **Samples of current marketing mateirals (photographs are expected)**

☐   **Photocopy of official government registration document(s) that provides evidence of non-profit status
(You will be excluded if this document is not provided.)**

Notes or Comments

Please mail or email your application or proposal to the following:

AIGA Detroit
c/o Community Impact Team
PO Box 1569
Royal Oak, MI 48068-1213
impact48@detroit.aiga.org

Impact48 is an AIGA Detroit - Design for Good Program.
Find more info at detroit.aiga.org/impact48