THE RUNDOWN

Wondering if CreateAthon could be the right solution to your nonprofit's marketing challenges? Here's an overview of who we select, the way we process applications, and how our event unfolds.

What kind of nonprofits can apply for Riggs Partners' CreateAthon?

Any 501(c)(3) organization in South Carolina in need of marketing materials to help their cause is eligible to apply and be considered as a CreateAthon client. Just complete an application in a Word document or PDF, and send it our way.

What's the timeframe for CreateAthon?

You may apply for CreateAthon at any time during the year; however, know our annual application period is June 1 – July 15. We typically announce selected nonprofits in mid-August, and the event is held the third week of October.

The event takes begins on a Thursday morning at 8:00 am, and we work through the night until 8:00 the following Friday.

Are there any nonprofit organizations that are not a good fit for CreateAthon?

Riggs Partners developed CreateAthon to serve small, private nonprofit organizations that would otherwise not have the opportunity to receive professional marketing services. Nonprofit organizations that have an established marketing budget and are under contract with professional marketing/PR/ development consultants or firms are not good candidates for CreateAthon.

In terms of sector, Riggs Partners does not typically select governmental agencies, church-sponsored organizations or public education and/or healthcare systems.

Is Riggs Partners the only marketing firm in South Carolina that hosts a CreateAthon?

Riggs Partners accepts applications from Midlands and Upstate area nonprofits. Trio Solutions in Charleston serves nonprofits in the Lowcountry, and has for several years. We're thrilled to work with Trio to expand the scope of pro bono marketing services available to nonprofit organizations throughout our state.

How many and what kind of South Carolina nonprofits have been served by Riggs Partners' CreateAthon?

Since we launched CreateAthon in 1998, Riggs Partners has directly served more than 176 nonprofits in South Carolina. Past clients have included Epworth Children's Home, the South Carolina Humanities Council, Big Brothers Big Sisters, and the Central Carolina Community Foundation.

What happens between the announcement of selected nonprofits for CreateAthon and the actual event?

The first step for selected nonprofits is to meet with representatives from Riggs Partners for a discovery session in our office. In this meeting, we'll discuss in detail the marketing objective behind your requests and ask additional questions that will help inform development of the brief.

After this meeting, we will develop a brief based on our discussion and submit it to you and your organization for review and approval. The brief must be approved at least one week prior to the start of CreateAthon.

When do we see the CreateAthon work? How does it get approved and produced?

Representatives from selected nonprofits are invited to come to Riggs Partners the morning after our 24-hour marathon to see the work. Appointment times begin at 7:00 am. A specific appointment time will be scheduled.

Nonprofit representatives have a two-week window to review and approve work produced during CreateAthon. A follow-up appointment will be scheduled.

Riggs Partners will then attempt to secure, to the greatest degree possible, additional pro bono services from outside partners to complete production. Examples may include printing, broadcast production, web programming, etc. Our ability to procure these outside costs on a pro bono based is not guaranteed.

What else should we know?

Other than client review and prepping files for outside production vendors, there will be no additional work provided by Riggs Partners beyond the confines of CreateAthon. All work completed is the property of Riggs Partners and any third parties that contribute to the project, such as photographers, illustrators, etc.