



THE ART OF CREATEATHONING:

**Harnessing turbo-charged
communications for social good.**



Created in collaboration by **Riggs Partners** & **verynice**

CREATEATHONING:

Using creative superpowers for good.

You're here because you know effective communications can be a powerful catalyst. Inspired communications provide clarity and mobilize action around social issues, and no important issue or problem in the world can be solved without them. That means people in marketing, design and communications are in a unique role to drive positive social change.

CreateAthoning is the practice of developing social impact communications in a turbo-charged environment. Its practices are built on the CreateAthon® method, a 24-hour pro bono marketing marathon founded in the late 90s that inspired the hackathon, sprints and other “done-in-a-day” service movements.

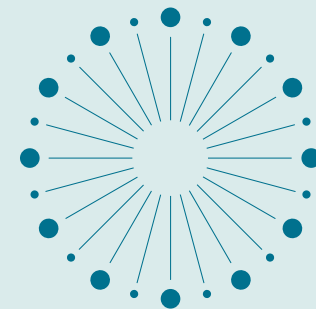
After years of honing the CreateAthon model — including adapting it for virtual athoning — we're sharing our practices and resources in this free toolkit. Why? So anyone who's willing to put their creative marketing talents to work for good can see what's possible when hearts and minds join to create powerful social communications. All you need? The right tools, and a quick deadline.

That's the magic of CreateAthoning.

COAUTHORED by Riggs Partners and verynice
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CreateAthon®

ABOUT THE AUTHORS



Riggs Partners

Riggs Partners is a creative marketing consultancy that specializes in building Responsible Brands, helping clients align a powerful trifecta of organizational culture, business strategy and brand marketing. Riggs Partners is recognized internationally for its leadership in founding CreateAthon, a pro bono marketing marathon that has delivered more than \$30 million in skills-based volunteerism to the nonprofit sector.

verynice

verynice is a collaborative design strategy practice that specializes in creative problem solving, through the development of group strategy workshops and toolkit-based practices. The firm is a social enterprise known for its “Give Half” model and has developed strategic initiatives for global brands such as Google, Disney and UNICEF, as well as a host of leading NGOs throughout the US. The firm is a longstanding CreateAthon partner and has hosted several successful 24-hour pro bono marketing marathons using the CreateAthon service model.



The CreateAthon Story

This global movement began with a simple question: “What if we actually worked around the clock, for charity?” This simple exchange in 1998 between principals of Riggs Partners, a marketing and advertising agency in Columbia, SC, gave rise to CreateAthon. Teresa Coles and Cathy Monetti believed they could generate more impact in their firm’s pro bono work by delivering it through a 24-hour pro bono marketing marathon. So they did it. Little did they know the scale they were creating.

IN 2002, Riggs Partners began to build CreateAthon into a national network by sharing their expertise and tools with partners — professionals and students who were interested in organizing local CreateAthon events. In 2014, CreateAthon sought designation as a 501(c)(3) nonprofit organization. Since then, more than 100 different marketing and communications firms, universities, professional trade organizations and corporate marketing teams have hosted CreateAthon events using the practices outlined in this toolkit.

CreateAthon’s board of directors has worked with pro bono service leaders throughout the US and abroad to spread the word about CreateAthon and provide training for events.

- US Pro Bono Summit
- European Pro Bono Summit
- Points of Light Conference
- Taproot
- Billion + Change
- Pro Bono Lab
- BMW Foundation
- Public Relations Society of America
- American Advertising Federation
- AIGA



In 1998, their biggest concern wasn't all the work; it was whether or not Riggs Partners' rag-tag crew of volunteers could even stay awake for 24 hours. Spoiler alert — they did.

100+

CREATEATHON PARTNERS

2,000+

NONPROFITS SERVED

3,800+

PROJECTS DELIVERED

\$30MIL

PRO BONO SERVICES

Why Pro Bono?

You're here because somewhere deep inside, you're called to serve. To channel your talents for good. To engage and inspire your team members to do the same.

In considering pro bono service, it's essential to understand *why* you want to embark on this journey and *what* you seek from the experience. Establishing a clear and compelling vision for a pro bono initiative like CreateAthon is step one in engaging colleagues in the process and ensuring an effective outcome. Above all, CreateAthoning is a team sport. It demands artful leadership to inspire, challenge and guide participants so they can experience the true joy of pro bono service.

Exercise: Assessing Your Objectives

Here's a quick exercise to help you and your colleagues define your objectives in considering a CreateAthon approach to pro bono service:

Respond to these statements on a scale of 1 (*not so much*) to 10 (*absolutely*):

1 2 3 4 5 6 7 8 9 10

- » We're looking for a way to give back to our local community, in general.
- » We need to rally our team around something bigger than ourselves and our daily work.
- » We do some pro bono service already but need a way to manage it more effectively.
- » We're looking for ways to cultivate leadership skills and hands-on service experiences for younger or less experienced professionals.
- » We're feeling the growing demand for community service/socially impactful work from our industry, customers or community.

If you score on the upper end of this continuum, a CreateAthon event could be a highly effective experience for your team.



CAT events have taken place in five different countries, including Romania in 2019.



WHO CAN PARTICIPATE IN CREATEATHON?

CreateAthoning is for groups of professionals or students in marketing and communications. CreateAthon events have successfully been hosted in locations throughout the US and abroad by:

- » Marcomm/public relations/digital agencies and design firms
- » University student agencies, service clubs or other groups
- » Professional service clubs such as AIGA, AAF and PRSA
- » Corporate marketing teams

If you're interested in leading a university-sponsored event, please reach out to us. We can provide specific, in-depth resources that are particularly relevant and proven effective for student-led CreateAthon events. Ditto for professional club events.

Do you have to participate as an official CreateAthon partner?

No. While there are tangible benefits to being an officially licensed CreateAthon partner, what matters most is that you and your colleagues have a heart for service. If you choose to become an official CreateAthon partner and host your event under the CreateAthon brand, all you need to do is sign a simple **Letter of Agreement** that names you as an official licensee (see appendix). Official CreateAthon partners are granted the full practices, brand assets and brand equity we've built for the program over the last 25 years, **AT NO COST**. If you're interested in becoming an official CreateAthon partner, just reach out to us at info@createathon.org. We'll forward all the brand assets you'll need to get started!

Even if you decide to develop your own program under a different name and identity, we'll cheer you on. Knowing our toolkit inspired you and your team to serve is still a win in our book!

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**UNIVERSITIES IN THE US
HAVE HELD ON-CAMPUS
CREATEATHON EVENTS**

Selecting a Service Model

There are many ways to channel your marketing and communications talent. The CreateAthon model was specifically designed to help marketing and communications teams provide strategic and creative deliverables to nonprofits that otherwise would not have the resources to secure these services. The original 24-hour marathon model was established to fulfill two objectives:

1. Provide a creative challenge for teams by way of compressed parameters (little time, little budget)
2. Provide an efficient and scalable approach to pro bono service (more work delivered in a concentrated period)

These two objectives can be achieved through myriad approaches to a CreateAthon-inspired event. Based on the size/skill sets of your group, your current work environment, the depth of services you can provide, and the number of nonprofits you feel you can support, there's a CreateAthon model for you. Here's a look at the various ways CreateAthon models can be adapted and reconfigured to channel the resources of any marketing and communications team.

- » Original 24-hour marathon
- » Double 12-hour shift marathon
- » Done-in-a-day (8 hour) event
- » Month-long event
- » In-person group event
- » Hybrid group event (in-person/remote teams)
- » Remote group event

The only must-have factor? *The heart and will to serve.*



What model is ideal for your group?

Start by considering the number of nonprofits you believe your group can serve, and the depth of services your team is equipped to provide, from comprehensive brand strategy assignments to a la carte projects. These event models are applicable whether you're an agency, university, professional trade organization or corporate marketing team.

Multiple nonprofits, limited projects

» **Ideal models:** 24-hour marathon, double 12-hour shift marathon

One nonprofit, limited projects

» **Ideal model:** Done-in-a-day (8 hour) sprint event

Multiple nonprofits with comprehensive assignments

» **Ideal models:** Double 12-hour shift marathon, month-long event

One nonprofit with comprehensive assignment

» **Ideal models:** 24-hour marathon, double 12-hour shift marathon

See Sample 24-hour CreateAthon schedule on page 14.

What does one wear to CreateAthon?

Nothing says teamwork like a t-shirt! Donning a fun CreateAthon t-shirt during the marathon is an immediate rallying cry for everyone associated with the event. Make this fun for your group by developing a t-shirt that commemorates the spirit of your event.



If you're not into t-shirts, consider a theme for your event and invite team members to go all-out with costumes.

In-person, hybrid or remote?

Recent years have reshaped the way we work together, and an event like CreateAthon is no exception. While original CreateAthon events were based on having teams of people together in a concentrated period, in a communal environment, many groups have effectively adapted a hybrid or fully remote approach. Whatever your work model, don't forget to include "all-play" team experiences such as fun breaks and formal celebrations that foster in-the-moment collaboration. If you don't, pro bono assignments may feel like normal work assignments instead of what they are: opportunities for transformative change.

HYBRID & REMOTE TIPS

While CreateAthon was founded as a nonstop 24-hour marathon, it doesn't have to be. The magic of CreateAthoning happens virtually, too. Whether you work 24 hours straight or in 12-hour shifts or over a month, guess what? The work is still really, really good. If you decide to chart your own course, here are some tips to keep the magic alive.

Create a master schedule. For the sake of the organizer and team participation, don't spread your event out too much, over too many days or have teams working in too many time zones. A little chaos is good; too much can be detrimental.

Forced fun is a thing. Have at least two moments during an event that are purely for fun or rejuvenation. Plan them. Schedule them. Make sure everyone stops to catch their breath. Over the years, we've seen pop-up discos, yoga, chair massages and made-up games like Yell From a Hat. Work hard AND have a good time. That's the CreateAthon way.

Create togetherness even if you're miles apart. Create unified event elements like digital name tags or badges, social media avatars and virtual meeting backgrounds that show you're working together. Gather virtually for social engagement and collaboration via lunch breaks or happy hours.

Use a virtual workspace that allows for collaboration and communications. You probably do this already, but if not, open a channel on Microsoft Teams, Slack collaboration software or another live communications tool to create an efficient project management workspace for your group.

Meals matter. Even if you're virtually or working in split groups, nourish those ideas. Ask local restaurants to donate meals. Plan a potluck. Or have DoorDash® deliver to remote team members.

Let the nonprofits mingle. After sharing your work with each nonprofit immediately following CreateAthon, invite all nonprofit clients for a breakfast gathering or virtual event so they can meet each other, network and enjoy the entire body of work that was created during your event.

Developing Your Core Team

Establishing an effective core team is key to successful CreateAthoning. Look around your organization or group and seek colleagues who have a heart for service and are known for making things happen. These are the people you want organizing your CreateAthon event.

Here are six essential Core Team roles we'd suggest, along with recommended responsibilities. Based on the size of your team, you can cast multiple people in each team role.

ROLE	RESPONSIBILITIES
CreateAthon Manager	<ul style="list-style-type: none">» Scope out and manage all master functions associated with the CreateAthon event» Ensure coordinator functions are being carried out effectively» Secure outside sponsorships, if desired» Review, vet and select nonprofit client applications with other coordinators
Communications Coordinator	<ul style="list-style-type: none">» Promote the event to the local nonprofit community» Handle event-related social media» Engage local media to secure earned exposure
Nonprofit Coordinator	<ul style="list-style-type: none">» Liaise with nonprofits during the application period» Distribute yes/no communications» Schedule follow-up presentations with nonprofits
Production Coordinator	<ul style="list-style-type: none">» Assign client teams» Establish event schedule» Confirm consulting and creative deliverables» Establish milestones for work during the event» Coordinate any in-kind work offered by vendors such as photography, videography, printing or media placement
Volunteer Coordinator	<ul style="list-style-type: none">» Recruit, train and manage event volunteers
Event Coordinator	<ul style="list-style-type: none">» Coordinate all event logistics, including workspace configuration, food, snacks, fun breaks and activities, team swag, etc.

Event Planning

Planning for an effective and transformative CreateAthon event takes organization, communication and a team of motivated people. The number of specific activities and associated timelines will vary depending on your organization’s structure and chosen event model. Here’s a fundamental six-month planning timeline that has proven effective over the years.

MONTH	GOALS	CORE TEAM LEADS
Month 1	Determine event objectives, select model, recruit core team	CreateAthon Manager, Communications Coordinator
Month 2	Begin recruiting nonprofits, secure possible sponsors; secure event location, begin securing event volunteers	CreateAthon Manager, Communications Coordinator, Nonprofit Coordinator, Event Coordinator, Volunteer Coordinator
Month 3	Vet/confirm/announce nonprofit clients, define project teams, begin discovery sessions and briefing process with nonprofit clients	CreateAthon Manager, Communications Coordinator, Nonprofit Coordinator
Month 4	Complete discovery sessions/briefing process with nonprofit clients, confirm strategic and creative deliverables, coordinate event logistics, confirm all volunteers	CreateAthon Manager, Nonprofit Coordinator, Production Coordinator, Event Coordinator, Volunteer Coordinator
Month 5	Conduct and promote your CreateAthon event	CreateAthon Manager, Nonprofit Coordinator, Production Coordinator, Event Coordinator, Volunteer Coordinator
Month 6	Follow up with CreateAthon clients	CreateAthon Manager, Communications Coordinator, Nonprofit Coordinator, Event Coordinator

UNIVERSITY OR PROFESSIONAL CLUB? If you’re interested in leading a university-sponsored event, please reach out to us. We can provide more specific, in-depth information that is particularly relevant and proven effective for student-led CreateAthon events. The same applies to professional club events.

The Process

Here's a closer look inside key activities that should take place during a six-month planning timeline.

MONTH
1

Announce your event/call for applications

Your first order of business is to let your community know you are hosting a pro bono marketing event and are accepting applications from interested nonprofits. Start promoting the event in all your social media channels with a link to the nonprofit application. Ask your colleagues and volunteers to share the content in their own channels, as well. Send a formal press release to all local media (from news stations to business and community e-newsletters).

See appendix for a CreateAthon Nonprofit Application.

MONTH
2

Continue recruiting the nonprofit organizations

Keep sharing through social media channels to continually remind nonprofits of the opportunity for pro bono service through your event.

See appendix for Sample Social Media Content.

Who's ready for pro bono service?

Nonprofit organizations with the following characteristics are best suited to receive and sustain the work provided through a CreateAthon event.

- » Strong executive leadership, board and senior management
- » Strategic plan and well-defined vision
- » Organizational stability
- » 3 to 4 full time staff members, minimum
- » 70 to 80% of funding/revenue retained over past 3 years
- » No major turnovers in past 2 years
- » Successful examples of collaborative projects
- » Effective program outcomes

MONTH

3

Vet/confirm/announce nonprofit clients

When your application deadline has closed, sort applicants into categories such as social, educational, environmental, cultural, etc. Cull them into a short list based on your interests, your team’s skills, and the degree to which you believe the work can be delivered through the service model you’ve selected.

When you have developed a short list of nonprofit organizations from the applications, it’s time to schedule a phone call or Zoom meeting to vet them further. Ask to speak directly with the executive director and/or the person who submitted the application.

Typical vetting questions or items to probe at this stage may include:

- » **Executive Director (ED) buy-In:** Did the ED complete the CreateAthon application, or does it appear to have been delegated to junior staff? You’ll want to make sure the ED is committed to the process, views the work as high priority, and accepts responsibility as the final decision maker.
- » **Role of Board Member(s):** Make clear to Executive Director that if they need Board approval, they need to secure up-front involvement of the Board Chair and/or a couple of other board members. The board members, along with the ED and any other staff from the nonprofit, must commit to participating in the discovery sessions, the follow-up presentation of the brief, and the presentation of the work.
- » **Approval of work:** Make sure the ED and Board Chair know that they should approve the final work coming out of CreateAthon, then share it with board and staff with their full endorsement and approval. The work should not be subject to multiple board or staff presentations to see “if they like it” and have it come back to you and your team for multiple revisions.
- » **Ability to implement the work:** Does the nonprofit have the resources to implement the strategic and creative work, post-CreateAthon? If not, can your group help them secure those resources?

TOOL: Vetting Exercise

Here’s a short scoring exercise you can use after vetting calls that can lend additional objectivity when selecting finalists. With this tool, you can score applicants on a 1 (not so much) to 10 (absolutely) scale based on three criteria. The higher the score, the better.

1 2 3 4 5 6 7 8 9 10

- » **Impact** – The degree to which your work can positively impact the nonprofit’s work.
- » **Inhibitors** – The absence of barriers that might stand in the way of approvals or implementation of the work.
- » **It Factor** – The cause’s unique or timely relevance.

We’ve provided examples of email text you can use to either share the good news with nonprofits or break it to them gently that they were not selected. Always remember to encourage nonprofits to apply again next year.

See appendix for Sample Yes/No Email Content.

MONTH
4

Define project teams

In most cases, a project team of 5–7 people is adequate to serve a nonprofit, with other specialists added as appropriate to the assignment. Here is an overview of a typical project team.

Project Lead

Responsible for nonprofit client management in all regards; serves as subject matter expert; works closely with Strategy and Creative Directors to develop the scope of the project and get it approved by client. Works with team throughout the event to refine tactical plans and creative deliverables.

Strategy Director

Directs the strategy session and resulting brief that sets the strategic direction for the assignment; works with the rest of the project team to ensure deliverables are in sync with the stated strategic direction.

Creative Director

Leads team of writers, designers, and other practitioners to develop and execute all creative deliverables.

Writer

Develops lead copy and works with other writers, content developers and digital strategists to author content across various platforms, as appropriate to the strategy.

Designer

Develops lead visual design and works with other designers and digital developers in the execution of deliverables across various platforms.

Media Strategists

Develops and implements digital advertising programs, organic social content, etc.; Negotiates with mass media vendors for pro bono placement, where appropriate.

Conduct Discovery Sessions with nonprofit clients

The Project Lead for each nonprofit client will schedule a time for a discovery session. This session is typically attended by Project Lead, Strategy Director and Creative Director. You may also choose to have the entire project team attend this meeting.

As with any typical client discovery session, this is the time to dive deeper. Delve into the organization, review the stated objectives in the application, and learn more about the client's project requests. Discuss the relative priority of requested deliverables and establish that you will give further strategic consideration in recommending any adjustments to the scope of the CreateAthon assignment.

Develop the CreateAthon Brief

Informed by the discovery session and additional due diligence, the Strategy Director, Project Lead and Creative Director will work together to develop the CreateAthon brief. The brief outlines the strategic objectives, top-level messaging insights, and the specific deliverables within the CreateAthon process.

Because the brief serves as the official scope document for the pro bono work delivered through CreateAthon, it is essential that the client approves the brief before work begins.

After the brief is approved, the Project Lead on a specific nonprofit client can work with the Production Coordinator from the Core Team to confirm the projects and the skill sets or team members needed for each project.

See appendix for Sample CreateAthon Brief.

MONTH

5

Conduct and promote your CreateAthon event.

The work has been scoped, the teams have been formed, and t-shirts have been printed. You are ready to have an awesome event! Here's an overview of how a typical 24-hour CreateAthon event usually plays out. This type of schedule is easily adjustable to fit a double 12-hour shift CreateAthon, or even an 8-hour sprint event.

Maintaining creative momentum

Few things are more terrifying than feeling you're stuck during CreateAthon. Perhaps something's off on the strategy or a concept is falling flat. Maybe the design's not there yet or you can't find the right visuals. While these problems may feel singular, they're not. Everything is tied together. That's why, especially during a concentrated period like CreateAthon, it's all about getting the team together, assessing the situation openly and honestly, stepping across job title boundaries to ideate quickly, and trusting the team leaders to provide guidance for moving forward.

SAMPLE 24-HOUR CREATEATHON SCHEDULE

8:00 AM

- » Opening Ceremonies
- » Project Leader (agency principal, faculty, club president, department head, etc.) delivers inspirational remarks, builds momentum
- » Event Coordinator shares teams, event schedule, etc.
- » Light breakfast

8:30 AM

- » Group photo in t-shirts — can be in-person team shot or individual pics from remote locations

9:00 AM - 12:00 PM

- » Group strategy sessions with each team

11:00 - 12:00

- » Groups start getting in the groove

NOON

- » Lunch available for all team members

1:00 - 4:00 PM

- » Team members work individually on assigned projects
- » Schedule informal check-ins as appropriate

5:00 - 6:00 PM

- » Project leads check-in with each team

6:00 - 7:00 PM

- » Serve dinner at group location or provide dinner to team members working remotely

7:00 PM - 12:00 AM

- » Teams working, sprinkle in some fun!

MIDNIGHT

- » The Big Check In
This check-in is CRITICAL to the energy of CreateAthon. Everyone gets together and shares their progress. It's amazing to see what has been accomplished at this point, with 8 hours to go. Do not drop this from your event!

1:00 - 8:00 AM

- » Teams working, refining deliverables

7:00 AM

- » Serve breakfast

OPTIONAL

8:00 - 11:00 AM

- » The Big Reveal
Traditional marathon practice is to invite the nonprofits into the group setting — after you and your teammates have been up for 24 hours — to see the work. In recent years, many groups pivoted to doing follow-up presentations within two weeks of a CreateAthon event, in-person or via Zoom meetings.

MONTH

6

Follow up with CreateAthon clients

It's essential nonprofit clients understand the unique parameters and working conditions of CreateAthoning. Your team will have sacrificed hours and hours of blood, sweat and tears, on top of what may be some of the best work of their professional lives. Nonprofits need to respect this and know that the work provided is a gift, subject to minor changes only. If a nonprofit can trust in your team's expertise and pay careful attention to the briefing process, there is a 99.99% probability of satisfaction. CreateAthon is not a viable model for ongoing commentary or changes from the nonprofit's board and staff.

That said, you'll want to enforce a quick approval turnaround with your CreateAthon clients so you can finish the work and give them the digital files for future implementation. We recommend you set a deadline of two weeks after the initial CreateAthon presentation to secure final approvals.



Take time for fun!

Getting creative during CreateAthon is 100% dependent on good vibes and positive energy. That means taking breaks to refresh, relax, and have some fun with team members. Here are just a few fun ideas from CreateAthon partners over the years.

- » Yoga breaks
- » Food trucks
- » Chair massages
- » Scooter relay races
- » Video confession booth
- » Social media takeovers
- » Pop-up disco room
- » Video competitions between teams to document experience

Production Considerations

The major objective of CreateAthon is to bring nonprofit organizations a level of strategic marketing and communications counsel and creative deliverables they otherwise would not be able to afford. This does not mean, however, that everything associated with implementing this work can be delivered within 24 hours or without any budget whatsoever.

Over the years, we've identified some resources and practices that can help CreateAthon clients see this work come to life in the community.



The secret sauce of collaboration

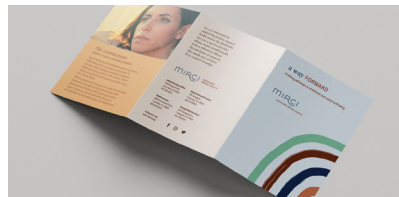
CreateAthon is not about the work — it's about the belief behind the work. This is the magic of CreateAthon. It's the spirit that allows people with different skill sets and personalities to move beyond typical collaborative processes into an open and vulnerable team dynamic that can generate seemingly unimaginable results. Remembering WHY you're doing this work — and the impact it can have — is the most important step you can take in collaborating with others during CreateAthon.

Call in your production partners.

Depending on the specific projects you're striving to produce during CreateAthon, you'll want to consider reaching out to some of your production and media partners ahead of time.

These folks are part of your community and want to help. You'll need to meet with them before the event, describe the types of projects you may be developing, and get their input on any processes that may help facilitate production (be that during the 24-hour event or in post-production stages). For example, printers that offer pro bono or at-cost printing may provide paper specifications or format parameters that can affect your work, so talking with them ahead of time is ideal.

The same applies to photographers, videographers and illustrators, as well as media outlets, digital marketing platforms, and others.



Impact Measurement

What constitutes success in a CreateAthon event? The definition may differ among participating organizations, but a few key markers will always stand out. Be sure to take time post-CreateAthon to follow up with your team and your CreateAthon client to assess the experience and identify ways to make it better and more impactful in the future.

Your team

- » How did you feel at the end of CreateAthon?
- » What was your biggest takeaway from the experience?
- » What worked best in the overall process?
- » What were the challenges in the overall process?
- » Were teammates there for each other? How so?
- » What was the toughest strategic or creative challenge your team experienced? How did you get through it?
- » Were you proud of the work you did?
- » Would you volunteer for an event like this again?
- » Would you recommend CreateAthon to others?

Your CreateAthon clients

- » What does the work provided through CreateAthon mean to your organization?
- » How will it impact your immediate and long-term goals?
- » How has it changed the way you think about communications in your organization?
- » What was most effective in the way we worked with your organization?
- » Are there opportunities for how we might refine our process with other nonprofits in the future?
- » Will you be able to implement the work moving forward?

IDEAL IMPACT MEASUREMENT SCENARIO:

Follow up with your CreateAthon clients six months after CreateAthon, and again in a year or two after your event to see how the work has impacted the organization. Set this up as an expectation for program participation.

Where can you “CreateAthon that”? Everywhere!

Over the years, we’ve heard from many partner organizations that their teams’ ability to ideate quickly and effectively has been directly enhanced by their experience with CreateAthon.

A Fortune 500 corporation coined the phrase “let’s CreateAthon that” as a challenge throughout the company — well beyond the marketing department — to stimulate innovation. They tell us that, from CreateAthon, they learned how the shared intentionality around an issue, the limitations of time and budget, and the trust and accountability in a team helps them be more effective as creative problem-solvers. So, challenge yourself and your team to transfer the techniques of CreateAthon into solving everyday issues in your organization — even in 24 hours!