



## Application for Designathon 2020

Thank you for applying to participate in the 12th annual Designathon. Pennsylvania College of Art & Design looks forward to the shared opportunity to work with your organization and to serve your design needs. Please fill out all questions as fully as possible. Please e-mail any inquiries regarding the application to pbarby@pcad.edu with "Designathon question" in the subject line.

### Organization Information

Organization Name \_\_\_\_\_

Applicant Name _____	Contact Name <i>(if different)</i> _____
Title/Position _____	Title/Position _____
Organization Web URL _____	Contact Phone _____
Proof of Nonprofit status/Tax ID _____	Contact e-mail _____

Organization Description \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_\_ Is the board a "working board?" Yes  No

What is the organization's operating budget? \_\_\_\_\_ What percentage of the budget is grant money? \_\_\_\_\_

### Project Information

Project Name \_\_\_\_\_

Project Type  Brochure  Logo/Identity  Newsletter  Poster  Web site  Other \_\_\_\_\_

Projected Quantity \_\_\_\_\_ Will the project need to be mailed? Yes  No

Goal/Purpose of the project \_\_\_\_\_  
 \_\_\_\_\_

Key Message of Project \_\_\_\_\_  
 \_\_\_\_\_

Target Audience/Demographics \_\_\_\_\_  
 \_\_\_\_\_

What material support will the organization provide? *(Photography, existing logo, text)* \_\_\_\_\_  
 \_\_\_\_\_

Are there any organizational restrictions regarding the project? \_\_\_\_\_  
 \_\_\_\_\_

PCA&D has the right to publish your project on our Web site/social media and printed literature. Agree  Disagree

Applicant Signature _____	Date _____
Contact Signature <i>(if different)</i> _____	Date _____

Please return application to: Graphic Design Department • PO Box 59 • 204 N. Prince St. • Lancaster, PA 17608  
Or fax to: 717.396.1339



Pennsylvania College of Art & Design  
11th annual Designathon  
**February 21 & 22, 2020**  
Begins at 6 p.m. on 2/21/2-

## Visibility Guidelines for non-profit participants in the 2020 Designathon

**In order to participate in PCA&D's annual Designathon, your organization must be able to complete the following publicity tasks:**

1. In your organization's print newsletter, Web site, and Facebook page:
  - a. Your organization writes a mention about PCA&D and its Designathon on the home page or a logical sub-page of your Web site. Post must remain for a minimum of 30 days prior to and 30 days after the Designathon. The mention on your site or Facebook page must include the PCA&D logo and a hyperlink back to [pcad.edu/news](http://pcad.edu/news).
  - b. On Facebook, you post an announcement about the initiative at least once before and once after Designathon. The mentions link back to [pcad.edu/news](http://pcad.edu/news).
  - c. Your print and electronic newsletters published before and after the Designathon must include a mention about PCA&D and the event. This can be as simple as a few sentences with PCA&D's location (Lancaster) and its Web address ([www.pcad.edu](http://www.pcad.edu)). After the event, the newsletter blurb can include a photo of the design created by PCA&D students for your organization, the students' names, PCA&D's location (Lancaster) and its Web address ([www.pcad.edu](http://www.pcad.edu)).
2. When you use PCA&D's student work in your marketing pieces, include a credit line. For print, the credit line would read: "John Smith '20, Pennsylvania College of Art & Design," or "Created by John Smith '20 as part of 2020 Designathon at Pennsylvania College of Art & Design." For Web site or Facebook, use a similar credit line plus a hyperlink back to [www.pcad.edu/news](http://www.pcad.edu/news).
3. After the completion of the Designathon, an appropriate representative of your organization makes a brief mention at your next Board meeting about the Designathon and working with Pennsylvania College of Art & Design students.

**Questions** about the "Visibility Guidelines" can be directed to Daina Savage, director of strategic communications at PCA&D, via email at [dsavage@pcad.edu](mailto:dsavage@pcad.edu) or by phone (717) 396-7833, ext. 1017.

Visit PCA&D online at [www.pcad.edu](http://www.pcad.edu).