

# WE NEED A FEW GOOD LEADERS

MASC 467 Nonprofit Project Development  
Semester course; 3 lecture hours. 3 credits.  
Prerequisites: MASC 323 or 380, and  
permission of instructor. Students will be  
selected to work with area nonprofit clients to  
create and produce a wide variety of  
advertising and promotional materials.  
Students will develop strategy, write creative  
briefs, recruit teams to work with them during  
CreateAthon onCampus (a 24-hour creative  
event held during Spring Break), present work  
to clients and follow any deliverables through  
production. Strong emphasis on leadership  
and a commitment to working with nonprofits.



To make cool stuff, help cool people, and make cool stuff.

CreateAthon onCampus 2010 is a unique class and a unique experience. VCU Mass Communications students earn credit, enrolling in MASC 467, while working directly with select nonprofit clients. Students selected to be team leaders for CreateAthon onCampus meet with clients, develop a strategy and creative brief to outline the direction for your client, as well as recruit team members. The high point is the 24-hour creative blitz held during Spring Break where each student will lead their team to execute the work. At the end of the 24 hours, teams present finished products to the client, all without sleeping for over 24 hours! The remainder of the semester is spent guiding work through the production process. It will be the most unique learning experience you'll ever have.

Students who are interested in applying to be a CreateAthon onCampus Team Leader must submit three bodies of work to show your various skills - creative, strategic, organizational, or whatever makes you stand out. It can be anything that you would deem worthy for your portfolio.

**Please submit your work to [prowe@vcu.edu](mailto:prowe@vcu.edu) attached as PDFs and return this completed form to Peyton Rowe's mailbox by October 23, 2009.**



[www.createathononcampus.org](http://www.createathononcampus.org)

## GENERAL INFORMATION:

Name: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Major/Focus: \_\_\_\_\_

Class Year: \_\_\_\_\_