

Got Questions? Herewith ... Some Answers



THE BASICS

EPIC pairs teams of talented volunteers from the advertising and design industries with nonprofit clients. During eight-week sessions called “creative rallies,” each team works to produce marketing materials—on a strictly pro bono basis—that their nonprofit client uses to change the lives of those they serve.

For creatives, it’s the chance to work with other like-minded professionals across the industry—and to use their talent to create social good. For nonprofits, it’s the chance to develop the kind of world-class, strategic marketing that their missions deserve.

Those are the basics. Anything else you’d like to know?

YES. LOTS. LIKE, WHAT KIND OF NONPROFITS DO YOU WORK WITH?

EPIC supports nonprofits with big stories to tell and budgets too small to produce the kind of strategic, creative services they deserve. That includes nonprofits dedicated to education, children and families. We have helped an ever-growing roster of nonprofit clients communicate their missions to the world.

HOW DID EPIC COME ABOUT?

Executive Director Erin Huizenga founded EPIC when she identified two intersecting needs in the marketplace. Nonprofit organizations—working within formidable budgetary constraints—struggle to produce effective marketing to promote their causes. Meanwhile, creative professionals increasingly want to use their talent for good. It dovetails nicely, doesn’t it? EPIC launched its first “pilot” rally in 2008. Today, a board of directors, comprised of leaders from both the creative industry and nonprofit sector, steers the organization. A junior board, sponsors and a community of EPIC fans add still more fuel to the engine.

WHY SHOULD I GET INVOLVED WITH EPIC?

I’M A CREATIVE

What’s in it for me?

We’re not knocking condiments. But how many more salad dressing campaigns can you produce without burning out? EPIC gives you the chance to devise solutions for nonprofits that need your talent and skill to make a difference in the world. If you’re a junior creative, this is your chance to rub elbows with like-minded creatives. If you’re senior professional and would like to lead a team, you’ll reignite in yourself the kind of passion that got you into the business in the first place.

What do you need from me?

It’s not as though you’ll have to quit your job, but we do require a contractual agreement to commit eight weeks to producing a campaign. You’ll attend one weekly, after-work meeting, dedicating additional time throughout the week to get the job done. At the end of the eight weeks, your work will be showcased at an end-of-rally party. Bask in the glow of the spotlight.

This sounds like something I’d like to do. How do I apply to be on a team?

Creative professional in marketing, advertising and design, apply here: iamepic.org/creatives.

PR specialists and managers, apply here: iamepic.org/managers.

EPIC helps nonprofits with big missions and small budgets market their causes to the world. We do that by pairing talented, volunteer professionals with nonprofits that need their pro bono services. During our eight-week “creative rallies,” each team develops marketing that opens hearts, minds and wallets to their clients’ causes.

LEARN: iamepic.org

CONTACT: info@iamepic.org

FOLLOW: [@iamepic](https://twitter.com/iamepic)

DONATE: iamepic.org/donate-now

APPLY

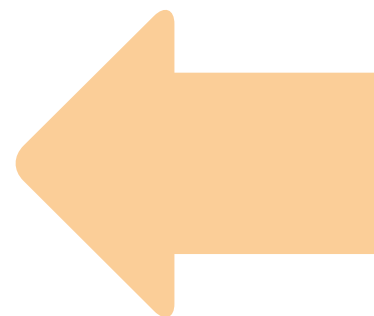
Nonprofits, apply to be a client: iamepic.org/nonprofits

Creatives, apply to be on a team: iamepic.org/creatives

SPONSOR

To sponsor EPIC, contact Executive Director Erin Huizenga: erin@iamepic.org

P.O. Box 268590
Chicago, IL 60626



I'M A CREATIVE DIRECTOR OR PRINCIPAL OF A DESIGN FIRM. I'D LIKE TO LEAD A TEAM.

How do I reach out to you?

Email info@iamepic.org. Your psyche will thank you. Mark Drozd, Partner/Creative Director, Simple Truth—who served as a team leader more than once—puts it this way: “It’s a huge psychic reward.” And you’ll be in good company. Past leads have included creative directors from smbolic, a5, Gravity Tank, Plural, Landor, Thirst, VSA and more. Join our mission and add your name to that esteemed list.

I'M A SPONSOR

What’s in it for me?

Companies that partner with EPIC—providing in-kind or monetary donations or services—gain exposure to our engaged community of nonprofit and creative industry professionals. By supporting EPIC, you’ll help the creative industry demonstrate that its practitioners are committed to creating sustainable, equitable communities. But an EPIC sponsorship extends beyond the creative industry. You’ll help a vast network of nonprofits most in need of effective communications. Your dollars directly impact the missions of the nonprofits we work with.

What do you need from me?

EPIC, a 501(c)(3) nonprofit organization, relies on donor contributions, grants and corporate sponsorships. To find out more about sponsorship, email founder Erin Huizenga at erin@iamepic.org. Individuals can donate at www.iamepic.org now.

Who else has “rallied” behind EPIC with sponsorship support?

EPIC is grateful for the support of some of the industry’s most respected companies, including Creative Circle, Elk Grove Graphics, Getty Images and Simple Truth, among others.

I'M A NONPROFIT ORGANIZATION

What’s in it for me?

As an EPIC client, you’ll get world-class marketing solutions on a pro bono basis. We provide an all-star team of talented creatives, who prioritize your needs and devise campaigns to promote your organization. You’ll also gain exposure to a community of business and creative leaders whose participation in EPIC indicates a predisposition to care about your cause.

What do you need from me?

A contractual agreement, from one designated leader in your organization, to commit the time and energy to steer the creative rally process, make decisions and provide guidance and timely feedback to your EPIC creative team. We also invite you to speak at the end-of-rally party.

Sounds great. Can I be added to the pool of applicants?

Apply here: iamepic.org/nonprofits

I'M JUST CURIOUS

What are people saying about EPIC?

“Leading a rally allowed me to experience something rare in our industry: a team of motivated, creative people partnering with clients who appreciated everything that was being done for them.”

—Tim Hogan, Partner/Creative Director
The Royal Order of Experience Design,
EPIC Team Leader

“How can we ever thank you for assembling the team and doing such wonderful work? I hope you can understand the magnitude of your efforts, and how much good an organization like EPIC does.”

—Barry Benson, Executive Director
Literacy Chicago, EPIC Client

“Creative Circle is a national leader in the business of helping creative professionals find work, so we know how exciting it is to see people effect change with their creative skills. We help make it happen every day. That’s why we’re honored to be the first annual sponsor of EPIC, to help enable these professionals to use their passion, talents and drive in creating positive change for nonprofits.”

—Dennis Masel, Managing Partner
Creative Circle, EPIC Sponsor

“EPIC taught me that compassion is as much a creative tool as strategic thinking and brainstorming.”

—Ashley Meroney, Project Manager
EPIC Team Member