

Thank you for your interest in iSynergy's 2018 Digital Boost project.

Digital Boost seeks to positively impact the quality of digital marketing and strategy for one nonprofit organization through a focused, year-long engagement. The project provides a complete graphic design makeover - giving the nonprofit up to \$50,000 worth of brand strategy, logo design, website design/development, print collateral design, content writing, content editing, SEO, fundraising strategy, and web hosting for one year (project does not include outside vendor costs).

What Does it Take to Apply—And Win?

- 1.) Your organization must be a registered, locally-based 501(c)(3) nonprofit organization (based in Columbiana, Mahoning, or Trumbull County in Ohio or Beaver, Lawrence or Mercer County in Pennsylvania).
- 2.) Your organization must be able to designate staff that will be able to meet (at minimum on a monthly basis), in order to discuss project needs and progress.
- 3.) Your organization must be able to meet deadlines throughout the year, and make a year-long commitment to the process.
- 4.) Your organization cannot be an existing iSynergy client.

This Sounds Fantastic—How Do I Apply?

- 1.) Create a video (no longer than 3 minutes) highlighting WHO you are, HOW you impact others, and WHY your organization should win - BE CREATIVE. Videos aren't judged on production quality. They are, however, judged based on message, cause, and overall originality.
- 2.) Starting April 20, 2018, visit digitalboost.isynergy.io to complete the application form and upload your video.
- 3.) Submit applications and videos by May 18th, 2018 at 11:59pm (ET).

How Can I Be Sure You Received My Entry?

You will see a confirmation page noting your entry in addition to receiving a confirmation email acknowledging receipt of your entry. If you do not receive an email confirmation within 24 hours, please email solutions@isynergy.io.

If awarded, your organization will be responsible for any outside services or vendor costs associated with the project. This includes:

a. Material Costs

- i. iSynergy will provide all labor for website development, collateral design, content creation, and brand strategy, but the nonprofit organization is responsible for all hard print costs (i.e. paper, printing costs, etc) and outside vendor expenses (i.e. rentals, catering, et.).

b. Staff + Time

- i. Your organization should designate staff who will be able to meet on a regular basis (at least monthly) to discuss project needs. Deadlines will be set throughout the course of the year, and continually missed deadlines on behalf of the nonprofit organization may result in the cancellation of the award.

c. Ad Placements

- i. iSynergy will provide all labor for advertisement design needs, but the nonprofit organization is responsible for all media placement costs associated with any such advertising (i.e. print ads, digital ads, mobile ads etc).

Choosing a Winner...

After a review of submitted applications and videos, the top 10 applicants will be selected and interviewed, in order to gain a better understanding of audience, goals, and needs. **The top 10 applicants will be contacted in June 2018** to schedule an interview with iSynergy staff.

From those 10 organizations, 3-5 finalists will be selected. Once the 3-5 finalists are selected and notified, a winner will be chosen based upon public voting. Voting will take place from June 18, 2018 to July 13th, 2018, and **an overall winner will be notified the week of July 23rd, 2018.**

No purchase or contract is necessary to enter or win, and a purchase or contract with Synergy will not improve your chances of winning.

How Does Public Voting Work?

1. The 3-5 finalist organizations will receive notification of their status.
2. On the voting website, finalists will have access to social media links, pictures, etc., in order to promote their organization and the overall competition.
3. **Promotion of the competition and voting is open from June 18, 2017 to July 13th, 2018.**
4. Based on popular vote, a final winner will be chosen and notified.

Details, Details, Details.

This project will give one nonprofit a year's worth of creative work and design from iSynergy.

iSynergy will be donating up to \$50,000 worth of the company's time for brand strategy, logo design, website design/development, print collateral design, content writing, content editing, SEO, and fundraising strategy for one year.

The award will be presented in July 2018 and lasts for 12 months. Only one award will be given per year. Outside services and vendor expenses including but not limited to advertising, printing, event-associated costs, rentals, catering, etc. are the responsibility of the nonprofit organization (and are not within the scope of this project).

creative. digital. advertising.

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Entry Terms and Conditions

iSynergy assumes all entries are original and the entrant either is an employee of the nonprofit organization or has permission from the nonprofit organization to enter the contest, with all rights granted therein. In the event that an entrant without such rights submits an entry, the nonprofit organization will not be eligible for the competition. iSynergy is not liable for any copyright infringement on the part of the entrant. Submission of any entry acknowledges the right of iSynergy to use it for exhibition and publication in any medium. This includes but is not limited to entries being posted to the public voting section of our website, social media, etc.

Timely submission of an entry meeting the eligibility requirements herein ensures that an entry will be reviewed and considered for recognition. No other representation or warranty is made by iSynergy concerning entries and all implied warranties are hereby expressly disclaimed.

When finalists are chosen, the manner and details of announcing such finalists is strictly within the discretion of iSynergy. The manner and details in which a winner is chosen is also within the discretion of iSynergy.

GOOD LUCK!