

From Idea to Implementation: A 24-Hour Service Project

What can you do in one day? 24 Hours? If you're working with ZURB, you can make a marketing miracle happen. You can finally get that snazzy new logo, along with an updated web site. You can make sure that the e-newsletter designed and delivered. You can get personalized stamps and shirts promoting your upcoming event. And your business cards and brochures? They'll be hot off the press, literally. And did we mention free?

We wanted to bring this opportunity straight to Thrive alliance members. Why? Because it's obvious you 'get' the power of working together to get things done. That's exactly the kind of attitude we're looking for.

ZURB is going to work 'round the clock to make a difference in one organization's marketing efforts. Care to join us?

Who: Award-winning user experience firm ZURB, Inc (www.zurb.com) and our partners. Our 4-person Campbell-based company specializes in graphic design, marketing strategy, usability and online campaigns. We've been in business for more than 8 years, and during that time, we've helped more than 50 startup companies introduce (or in some cases, reintroduce) their products and services to the world.

What: An opportunity to get marketing expertise—including everything from leading the initial brainstorm through professional production—absolutely free. We'll agree to work with one nonprofit firm to identify a marketing challenge and solve it within 24 hours...and we (or our partners) will cover ANY costs associated with it (including printing costs, delivery costs, production costs, photography purchases, etc.) If your organization needs a complete identity overhaul, wants to better connect with current and prospective donors or just needs a better web site, we can help.

When: Spring/Summer '06. Timing depends on the selected organization's schedule and our work schedule. We'll choose a day that's mutually convenient.

Where: Because of the nature of our work and the fast pace of the project, the majority of the 24-Hour Service Project will take place at our offices in downtown Campbell. Of course, prior to the actual Day, we'll be working with you to get ready...and that may take place at your facility if that makes more sense.

Why: Good question. First, because we have a special place in our hearts for nonprofit agencies. We're all pretty blessed in a number of ways and want to do something as a show of thanks. Secondly, we want to show off. We know we're a pretty special little company—what better way to highlight it than to take a project that can typically take weeks (if not months) and get it successfully accomplished in one day's hard work? Third, we're interested in generating a little publicity for ourselves and the organization we work with. And last but not least, we've got an abundance of really good coffee and have been looking for a way to use some of it up!

Worth noting:

Yep, you or a representative of your organization will need to be with us for this 24-hour time period. When every minute counts, we can't afford to be tracking you down!

We're going to be documenting the day live, as we go along via online video, blog entries and other means. Got an idea for other ways to capture the moment? Let us know.

The type of organization that's a good fit for ZURB's 24-Hour Service Project

Can define a specific marketing issue or goal.

Good example: XYZ organization wants to create an unforgettable theme, messaging and invitation for the October 2006 Donor's Gala.

Poor example: XYZ organization wants to increase monetary donations.

Can get board approval and buy-in without having to go through too many hoops

Has one or two people who can make on-the-fly decisions on behalf of the organization. That decision making power will come in handy around 2AM when we're trying to decide between Arial and Helvetica for the brochure font.

Has existing press contacts and can demonstrate past press coverage.

Is enthusiastic, excited, energetic and open to new ideas.

Next steps: Interested? Fantastic. Drop an e-mail with your contact info to z@zurb.com and let me know if there's a particular project that you think would work.