

“Write Now” Internal Project Proposal

Marymount University

Contact: Tonya Howe, thowe@marymount.edu

Overview

“Write Now” is a day-long service event (in-person or virtual) focused on providing local nonprofits with needed new writing deliverables and Marymount students with portfolio-building opportunities. New writing deliverables can include brochures, posters, fliers, infographics, logo and web design, style guide creation, social media campaigns or set-up, content creation, report drafting, preliminary research, and so on. It is modeled after Maryland Institute College of Art’s [Grassroots Design Fest](#), geared to the students at Marymount University and, specifically, our new Digital Writing and Narrative Design program. “Write Now” should take place during the regular academic year, Spring Break or a weekend near Homecoming, ideally a Friday or Saturday.

Benefits

The event will provide students with opportunities to work as a team on a real-world project that’s needed by the non-profit, make internship connections, and develop individual portfolios and resumes. It offers an opportunity for alumni to give back, which will also build our alumni network. Staff and faculty can lend their talents as team leaders. And most importantly, “Write Now” provides non-profits with a team of unpaid but skilled support focused on producing something that their organization needs but may not otherwise have a way to accomplish.

Seed Funding and Named Sponsorship

We seek a named sponsor who can provide seed funding of \$3,000 to begin with, and \$5,000 annually as the program develops. This named sponsor would be connected to both the geographical area and Marymount’s community or institutional goals, like Amazon (newly located in Arlington), the Nature Conservancy (Ballston), or the smaller, more local Punch Digital Marketing company (Shirlington). Seed funding would pay for an organizer’s time to collaborate with our Center for Service and nonprofits in the area, providing support for a small stipend, a student worker, swag, and lunch.

Organizer Duties

The organizer will identify partner non-profits and their project needs, develop project briefs to be fulfilled, engage participants, create swag bags for participants, organize the

groups, connect them with the non-profits, lead the opening and closing session, and serve as a contact point for participants.

Preliminary Numbers and Schedule

Our goal is to connect with 5-10 partner non-profits at first, with 30-35 participants including students, alumni, faculty, and staff, growing larger as our participant pool grows. Volunteers will commit to 10 hours over the course of a week, spent communicating with their groups, reading/thinking about the project brief, and a full day of hands-on production.

Write Now: Schedule	
3+ months before the event	
<ul style="list-style-type: none"> • Non-profits are identified, contacted and introduced to the event, and their participation engaged 	5 hours of Organizer time
1-2 months before the event	
<ul style="list-style-type: none"> • Non-profits prepare a brief of what's needed, sample assets, and other frameworks, noting areas of concern and special interest • Organizer asks potential participants to sign up, noting talents and goals for professional development 	5 hours
3 weeks before event	
<ul style="list-style-type: none"> • Participants are grouped into teams of 3 plus a leader, according to talents and interests in professional development • A structure for organizing deliverables is developed with the non-profit • Location details determined, lunch and swag arranged • Brief and schedule details communicated to groups, with instructions to individuals to connect with their teams and think about/brainstorm ideas and questions; non-profits cc'd • Develop event feedback form 	10 hours
2 weeks before event	
<ul style="list-style-type: none"> • Updates and reminders; non-profits cc'd 	2 hours

<ul style="list-style-type: none"> • Non-profit contact(s) identified as able to participate (whether on zoom or in person) • Swag bagged 		
1 week before event		
<ul style="list-style-type: none"> • Updates and reminders; non-profits cc'd • Troubleshooting 		2 hours
Day of event		
8:00-8:30am	Welcome, Goals	Organizer
8:30-9:00	Discuss brief, brainstorm, and identify questions for non-profits	Group by group
9:00-9:30	Introduction by non-profit, Q&A	Group by group, with non-profit liaison
9:30-10:00	Break	
10:00-12:00pm	Draft, work through initial possibilities	Group by group
12:00-1:00	Communal Lunch	
1:00-4:00	Iterate and finalize, organize assets and prepare deliverables	Group by group
4:00-5:00	Showcase	Organizer
After the event	Send deliverables; solicit feedback and/or recommendation for team members, perhaps on LinkedIn; follow-up with participants regarding use in portfolio/resume. Prepare report and seek event feedback	Team Leaders, Organizer