



Designathon Starter Guide

By National Design League



Welcome Designer

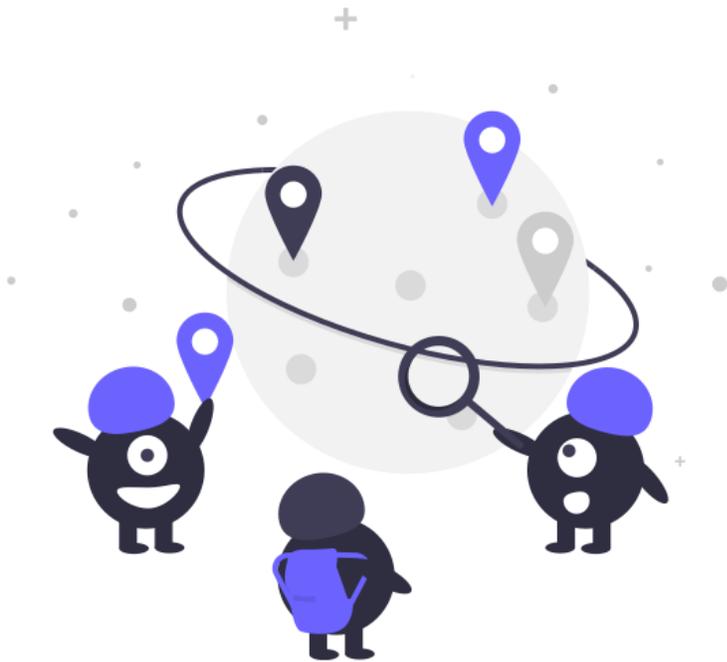
If you are reading this, it means that you have chosen to embark on a beautiful and exciting journey to host a Designathon at your School and we couldn't be more excited to see you here.

Each year, our team has the privilege of partnering with passionate leaders (like yourself!) to put on world-class designathons. Together, we have empowered thousands of designers by creating opportunities for them to learn, build, and share their amazing creations. Today, you're taking the first step toward joining us on changing the lives of countless designers!

As a NDL Partner, you and your team will have access to NDL's full suite of support and resources. We'll make planning your Designathon a breeze by providing mentorship with best practices, advising your team, and helping you create unforgettable experiences for event attendees. We'll be right there alongside you in-person or digitally during your events to make sure everything goes according to plan and that your designathon is a huge success.

We can't wait to see the positive impact your event will have on your Designers' lives and your local community.

- NDL Team



What is an NDL Partner

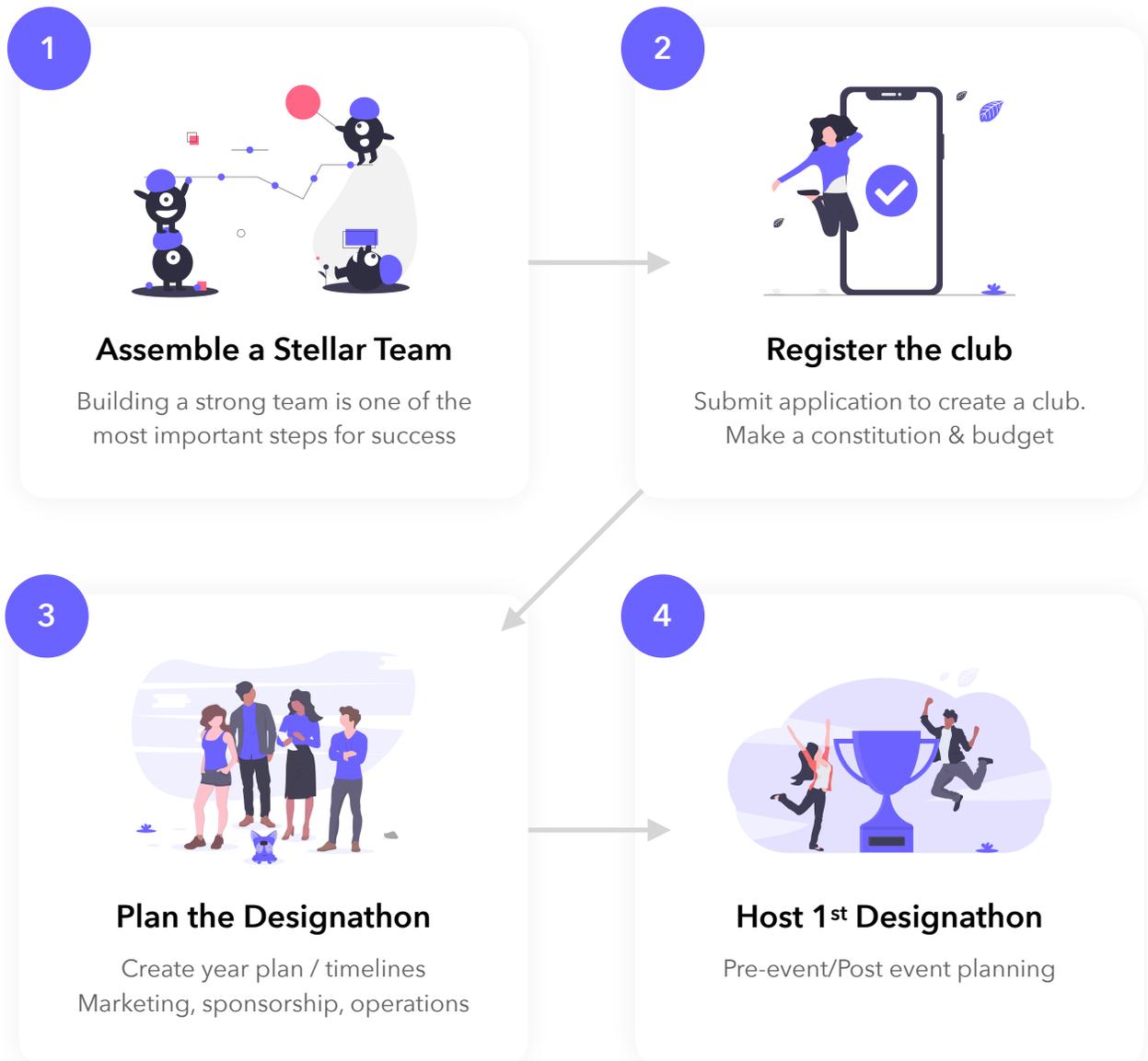
To host a Designathon, you will need approval by your school to host events. This approval is often given to clubs or societies; so to host a Designathon, you will need to **1) form a team** and **2) start a club**, or as we like to call it, a Design League.

Design Leagues are an incredibly important part of the broader NDL network, bringing our mission to make a positive impact through design. By creating a Design League chapter, you will get an exclusive opportunity to connect to a global movement that's bigger than yourself and your school: the designer movement.

By taking this step to host a designathon, you are becoming a role model for the peers around you to continue your legacy into the future.

Getting Started

Starting something new can be scary, so we have created this guide to make it easier for you to host your first Designathon. There are 4 primary steps to host your first Designathon. This package will go over step 1 and 2; once those milestones are achieved, additional documentation will be shared with you.



STEP 1

Assemble a Stellar Team

Option 1: Personal Network

TALK TO YOUR FRIENDS! Best place to find a team is your personal network. To get started we recommend 6-7 core members with a wide range of skill sets and backgrounds. Below is the list of members and their roles and responsibilities.

Option 2: Engineering Society

Connect with your engineering society and tell them about this initiative and that you are building a team. Request if they can post available positions on their social media handles or email blasts.

Option 3: Post in University Facebook Groups

Use public and private university groups (ex. Class of 2020, Engineering groups) to post that you are starting a new club and are looking for founding members.



Positions

President / Co-President (1 or 2 Positions)

The visionary, the challenge seeker, the trail blazer

- Responsible for the core strategy and decision making
- Can wear multiple hats and can work well under pressure
- Great interpersonal and leadership skills
- Comfortable with networking, pitching and public speaking

VP of Technical (1 Position)

The heart of a Design League - a tech wiz

- Someone who is well versed in CAD
- Responsible for preparing and delivering CAD workshops
- Assist participants with technical challenges/questions
- Prepare potential questions for Designathons
- Prepare rubric and judging criteria for Designathon problems

VP of Marketing (1 Position)

The social media guru

- Responsible for creating and promoting the club's identity
- Experience using graphic design software such as Photoshop, Illustrator is an asset
- Act as an ambassador for the club at social functions and club gatherings
- Promote the club on digital platforms such as Facebook, Instagram, YouTube

VP of Outreach/Sponsorship (1 Position)

The sales person

- Responsible for identifying and contacting potential corporate sponsors
- Create content involved in sponsorship efforts - (sponsorship package, emails etc.)
- Must have excellent communication skills, verbal and written

VP of Operations (1 Position)

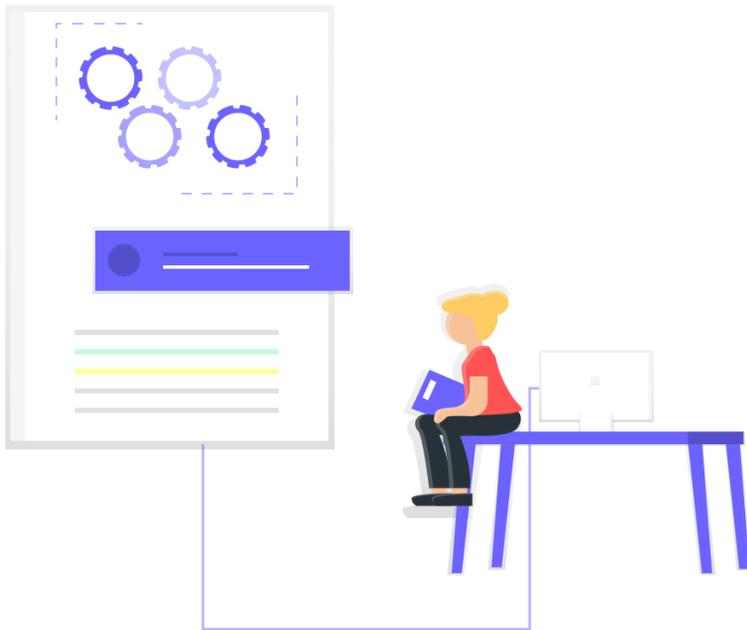
The one that brings order to the chaos

- Responsible for event planning and logistics (when, where, how)
- In charge of establishing and maintaining internal organizational systems
- Familiar with online platforms, to host online events

VP of Finance (1 Position)

The one that is good with money

- Create yearly and event specific budgets
- Keep a record of all purchases, collect and issue invoices
- Setup and maintain a club bank account



STEP 2

Register the club

By starting a Design League, you will be creating an entity at your school that will last for years to come. Exciting right!? Most schools will require you to register a club through a **student union** or **engineering society**. Each school has a different criteria, understand the steps, timelines and requirements at your school.

Based on our experience over the years, you will likely be required to submit 2 documents - The constitution and preliminary budget.

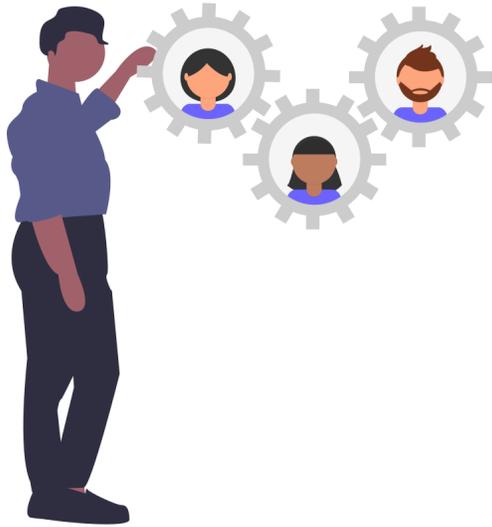
1. Constitution - A document detailing what the club does, it's mission, how it is unique, the team structure etc. This will become the guiding document for your club. We have attached a sample constitution that you can use/reference.
2. Preliminary Budget - You will need to create a preliminary budget to show to the student union that you understand the financial aspect of running events. A editable sample excel file will be shared with you for reference. Filling out the sheet will be a good exercise for you to get an idea about expenses for running a Designathon.



STEP 3

What's Next?

Once your club has been ratified, and your team has been finalized it is important to establish proper operating guidelines/procedures early so your club can remain organized and be sustainable. This is crucial in the first year as it is the foundation to setting up your club for future success. Thus, the first year is incredibly important for planning and executing on the necessary plans to take your club to the next level on making a huge impact on your student community.



WE ARE HERE TO HELP

NDL Support & Resources

By becoming a NDL partner, you are joining a community of passionate designers, creative innovators, and motivated learners. As part of this community, NDL provides all our design leagues with the following resources to make your goals and events just that much easier to make a reality.

Join the Design League Network

1. Dedicated Communication Network: Our community Slack channel allows students from different design leagues to communicate, pool resources, and plan events together! It is also the place to get in touch with NDL reps with questions and comments.
2. Event Coordination: Planning the perfect date for a designathon can be tough - avoiding other major events and still booking the perfect venue - but we make it a bit easier by coordinating designathon dates between design leagues
3. Collaboration Platform: Students in our design league platform will have the opportunity to work together and share ideas with like-minded students, across multiple universities.

Support and Guidance

1. Club Positions and Structure: Learn from our past experiences to hire all the necessary members to run your club and implement timely decisions.
2. Workshop Planning: Draw from our pre-made workshops and tutorials or work with our tech team experts to make your own!
3. Designathon Planning: NDL representatives will always be there to answer questions and provide guidance, whether it is for reaching out to sponsors or organizing your team the day of the event.
4. On-Site Support: NDL reps will be sent to your Designathon to provide their experience and expertise. They'll help you keep your event moving as closely to the plan as possible, but also assist in tackling the unexpected problems that are bound to come up

Hardware Lab and Equipment Expertise

1. Providing Equipment: NDL can provide access to 3D printers, power supplies, and other accessories to your Design League over the year for workshops and other events, including the Designathon.
2. At Your Designathon: We have a vast amount of event specific equipment, that can be brought to your event for your club use, including projectors, extension cords, coffee makers, and more.
3. Build Cart: We are also working towards developing a "toolbox" of tools and supplies for your participants to use to build their designs at the event!

Expertise and Judging

1. Technical Expertise: Draw from our tech team's significant experience with using 3D printers, design software, and other tools students will work with at your events.
2. Designathon Judging: We have NDL judges who have prior experience in design and modelling, giving you flexibility in the number of judges for the event

Social Media Promotion

1. Presence on NDL Website: Your Design League and Designathon will be listed on the NDL website to draw traffic to your event.

1. Team Recognition: We post your leadership team on our website to make sure your hard work is recognized by students and sponsors alike.
2. Email and Social Media Marketing: NDL will promote your events, highlighting your school to students across our community
3. Media Library: NDL will share pictures and video we collect at your event which you are free to use as promotional material.
4. Post Event Reports: We are provide assistance in collecting and sorting data throughout the event on various key metrics, which can be utilized for future events and can be sent to sponsors

Industry Sponsor Connections

1. Vendor Discounts: NDL trickles discounts from our partners straight to our Design Leagues, helping you keep costs down for event meals, prizes, swag, and more.
2. Additional Sponsor Presence at Designathons: NDL will bring selected sponsors to your design league, giving your participants more opportunities to interact with industry professionals.
3. Sponsorship Outreach Material: We will provide the necessary materials and a recommendation of strategies to reach out to your own sponsors, sharing what has worked best for us in the past and the lessons we are implementing going forward.

National Designathon

1. NDL will host an annual National Designathon, a competition where top teams from local affiliated Designathons can attend and compete! This will be one of the most prestigious events of our calendar year, with companies looking to hire directly from the attending pool of students.



Prepared by National Design League

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