

hello community action changemakers,

LBJ turns 110 this year. His birthday wish? To revamp and reintroduce his noble mission—taking the War on Poverty to the finish line. Together, we can turn his wish into reality.

This year, our annual community action contest will focus on organization name.

- Do you need a name that reframes your stigmatized issue?
- Are you constantly explaining what your acronym stands for?
- Do you receive blank stares when you start your story at 1964?

SOUND FAMILIAR? WE'RE HERE TO HELP.

Your agency's name should honor your legacy mission—but, you don't have to introduce yourself starting at 1964. You can return to your roots with an organizational identity (name, logo, and tagline!) that conveys LBJ's initial promise for a better tomorrow.

// ENTER OUR HELLO, TOMORROW CONTEST

We're choosing one community action agency to receive a **FREE unpack™** brand strategy and custom-designed organization name, logo, and tagline valued at \$45,000.

>> Submit your entry at madebydarwin.com/hello-tomorrow

// CONNECT WITH US IN PERSON

We'll be on the ground in Denver at CAPCon 2018. Find us at booth #117/119 where we'll have games, goodies, and guidance.

// JOIN THE MOVEMENT

We're connecting with changemakers across the country. Your peers are reaping the benefits of partnership—in fact, some have already renamed with much fanfare.

>> Connect with us on Twitter at [@madebydarwin](https://twitter.com/madebydarwin)

>> Learn more at madebydarwin.com/unpack/poverty

ONWARD!

The Darwin Team

MADEBYDARWIN.COM

HELLO, TOMORROW CONTEST DETAILS BELOW



**UNPACK™ IS AN INDEPENDENT PROJECT DEVELOPED BY DARWIN
AND IS IN NO WAY CONNECTED TO ANY OTHER ORGANIZATIONS.**

hello, we are darwin

Our management and design experts inform solutions that reframe narratives, rethink systems, and modernize policy. We work at the intersection of changemaker and policymaker and have aligned over 86,000 people, accelerated 28 missions, and impacted 9 issue areas.

unpack™ shared solutions



Our **unpack™** suite includes four product packages that will unify your team and rally your community. Let's move you from symptoms to solutions.

Brand strategy

Get your brand strategy on track.

Tap into a *brand strategy* that establishes your position and defines your purpose.

Visual design

Colors. Shapes. Fonts. Faces.

Use modern *visual design* methods to convey your mission and captivate audiences.

Communications toolkit

Evolve and amplify your story.

Access a *communications toolkit* to revamp your print, digital, and social communications.

Modern, mobile-friendly websites

Portable. Powerful. Platforms.

Launch a *responsive website* to feature visual storytelling with functional tools that are easy to use.

HELLO, tomorrow

We're choosing one community action agency—ripe for transformation—to receive a free brand strategy and organizational identity (including name and logo!). The winner will be announced live in Denver at Capcon 2018.

STAY TUNED FOR NEXT STEPS

Email us directly to be kept in the loop on our upcoming developments to provide your network with the full Darwin experience and ongoing training and support.

Submit your entry at:
madebydarwin.com/hello-tomorrow

for a chance to win a free
brand strategy and
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at \$45,000!

MADEBYDARWIN.COM/HELLO-TOMORROW

@MADEBYDARWIN

TOGETHER WE WILL
CHAMPION INDEPENDENCE!

2018 DARWIN HELLO, TOMORROW CONTEST OFFICIAL RULES

DESCRIPTION: The 2018 Hello, Tomorrow Contest (the “Contest”) begins at 2:30 P.M. Eastern Time (“ET”) on July 31, 2018, and ends at 11:59 p.m. ET on August 27, 2018 (the “Contest Period”). The Contest provides you with an opportunity to submit a narrative description and brand artifact file portraying strategy and brand challenges to be featured on the 2018 Darwin Hello, Tomorrow Contest marketing channels (the “Submission”). By participating in the Contest, you unconditionally accept and agree to comply with and abide by these Official Rules, the entry form (the “Entry Form”), the Terms and Conditions of Use of the Website, the Sponsor’s Master Professional Services Agreement and the decisions of Sponsor, which shall be final and binding in all respects.

ELIGIBILITY: Open to Community Action Agencies who are legal residents of the United States of America who are at least 18 years of age or older as of the start of the Contest Period (“Contestants”). The Contest is void wherever restricted or prohibited by law.

SPONSOR: The Contest is sponsored by Darwin LLC, 6425 Living Place, Suite 200, Pittsburgh, PA 15206 (the “Sponsor”). Employees and officers of the Sponsor, their respective parents and subsidiaries, advertising and promotion agencies and all other entities participating in the design, promotion, marketing, advertising, administration or fulfillment of this Contest (the “Promotion Parties”) and their immediate families and persons living in the same household are ineligible to participate in the Contest. Subject to all applicable federal, state, and local laws and regulations.

HOW TO ENTER: To enter, during the Contest Period, visit the Darwin Hello, Tomorrow Contest web site at www.madebydarwin.com/hello-tomorrow (the “Entry Website”). Entry will take place on the Darwin Hello, Tomorrow web page. You will be asked to complete an Entry Form and acknowledge that you have read the official rules.

Next, submit a narrative describing your strategic and operational challenges and upload a brand artifact as an image, file, or screenshot that best portrays your challenge and submit it in an acceptable format (the “Submission”). Files must be no larger than 10MB in either jpg or pdf. Once you’ve created your Submission, submit your entry, according to the on-screen instructions. A completed entry is a fully completed Entry Form and the Submission you’ve created.

ENTRY SUBMISSION CONDITIONS: Only one (1) Submission is allowed per Contestant during the Contest Period. There will be only one (1) round of Submissions for this contest. Incomplete Entries, including but not limited to those Submissions that do not meet the requirements specified in these Official Rules, will not be eligible for judging. All requested information on the Entry Form must be completed to enter and to be eligible to win. Submissions will be deemed to have been submitted by the Authorized Account Holder of the e-mail address submitted at time of Submission (each, a “Contestant”). “Authorized Account Holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (such as a business or educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. In the event of a dispute over the ownership of an e-mail address, prize will be awarded to the Authorized Account Holder of the designated e-mail address. This Contest shall be governed by Pennsylvania state law. By participating in this Contest, Contestants agree that Pennsylvania courts shall have jurisdiction over any dispute or litigation arising from or relating to this Contest. Contestants are advised to retain copies of their Submissions for their records because the Submissions will not be acknowledged or returned. The Submissions must be received no later than 11:59 p.m. ET on August 27, 2018 according to Sponsor’s internal time clock.

SUBMISSION REQUIREMENTS: The Entry Website will require you to submit (1) Your name, agency’s name, email address, telephone number, a narrative description, and your brand artifact file Submission; and (2) Your Submission must be uploaded via the online form from Sponsor’s official website located at www.madebydarwin.com/hello-tomorrow. Proof of submitting any Submission is not considered proof of delivery to or receipt of such Submission. Furthermore, Sponsor shall have no liability for any Submission that is lost, intercepted or not received by the Sponsor.

ADDITIONAL SUBMISSION GUIDELINES: Your Submission can include anything you’d like within the following guidelines:

- Logos
- Business cards
- Signage
- Brochures or flyers
- Annual reports
- Newsletters
- Websites

Any Submission that is considered by Sponsor in its sole discretion to be obscene, libelous, inapposite to the reputation of Sponsor, or otherwise objectionable or inappropriate, or which otherwise does not comply with these Official Rules will be disqualified. Sponsor reserves the right to exclude any Submission that it believes, in its sole discretion, doesn’t meet the above criteria.

Sponsor cannot offer personalized feedback or legal advice. Entrants can email us at dylan@madebydarwin.com.

JUDGING AND NOTIFICATION: All entries will be screened for inappropriate content. There will be two (2) rounds of judging.

ROUND ONE: On or about August 27, 2018 a panel of Sponsor's qualified judges will conduct judging of all Qualified Submissions received during the Contest Period. Each submission will be judged on the following criteria:

Narrative description (70 points)

Brand artifact file (30 points)

Up to three (3) Submissions with the highest scores will be deemed the "Semi-Finalists." In the event of a tie, the tying entries will be re-scored to determine a Semi-Finalist. Semi-Finalists' agency name and Submissions may be announced and posted on Sponsor's websites and marketing channels.

ROUND TWO: On or about August 28, 2018, at the Community Action Partnership Annual Convention in Denver at booth #117/119 the three (3) Semi-Finalists Submissions will be open to public voting to determine the Selected Contestant.

In the event of a tie, the Sponsor's qualified judges will determine a Selected Contestant. Selected Contestant's agency name and Submissions may be announced and posted on Sponsor's websites and marketing channels.

PRIZE: If eligible under these Official Rules, one (1) winner will receive:

SHARED PRODUCT - UNPACK™ BRAND STRATEGY

Research

- One 1-hour video conference/telephone consultation kick off
- Organization-wide and external survey to fifty (50) respondents
- One-on-one, in-depth interviews with five (5) key stakeholders
- Marketing material review
- Competitive analysis
- Sector trend assessment

Brand insights

- One 2-hour video conference/telephone strategic insights workshop and presentation

Brand strategy assessment

- Deliver appropriate unpack™ brand concept, complete with brand brief, to include:
- Core purpose statement (why your brand exists)
- Positioning statement (what unique strategic position your brand can own)
- Comparative aspiration (what makes you tick from the lens of other strong brands)
- Attributes (your brand's characteristics)
- Target audiences (their motivations & your relevance to them)
- Brand promise (what your brand promises to deliver to society time and time again)
- Deliver appropriate verbal system
- Voice and tone
- Messaging architecture
- Elevator speech
- Core messages
- Headlines
- Deliver playbook - strategic direction and verbal guidelines documentation

CUSTOM ORGANIZATIONAL IDENTITY SOLUTION

Name & tagline development

- One 1-hour video conference/telephone reveal of three (3) name concepts and three (3) tagline concepts
- One optional iteration—1-hour video conference/telephone reveal of three (3) additional name concepts

Logo design

- One 1-hour video conference/telephone reveal of three (3) logo concepts
- One optional iteration—1-hour video conference/telephone reveal of revision options to one (1) of the original logo concepts.

Approximate Retail Value: \$45,000.00.

Selected Contestant will be notified by either email or telephone at the sole discretion of Sponsor or Sponsor's representative. Selected Contestant will be required to respond (as directed) to a phone and/or e-mail notification within 72 hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize; and, in such case, Sponsor may choose the next highest scoring Submission from among the remaining eligible submissions. Selected Contestant may be required to sign and return a Declaration of Eligibility and Liability/Publicity

Release ("Declaration") and any other documents Sponsor or Sponsor's representative may require within 72 hours of receipt of the Declaration. Failure to timely return a signed Declaration or other required documents or the return of any prize notification as undeliverable will result in Prize forfeiture. Federal and state income taxes may apply and are the sole responsibility of the winner. All expenses not specifically stated as being included are excluded, and are the responsibility of the Selected Contestants. No assignment, transfer, cash redemption or substitution of Prize is permitted, but Sponsor reserves the right to substitute a prize for one of comparable or greater value should Prize become impracticable to award or unavailable for any reason.

LICENSE: By entering your Submission in the Contest, Contestants hereby grant Sponsor and its successors a worldwide, perpetual, non-exclusive, irrevocable, royalty-free, sublicenseable (through multiple tiers) and transferable license (with a right to create derivative works) to use, copy, distribute, perform, publicly perform and display your Submission, in any and all media, in whatever form, for any legal purposes whatsoever now known or hereinafter becomes known. Each Contestant irrevocably waives any and all so-called moral rights they may have in the Submission(s) submitted by him or her.

CONTESTANTS WILL NOT BE SPECIFICALLY PAID FOR THEIR SUBMISSIONS or for granting Sponsor any of these rights.

REPRESENTATIONS AND WARRANTIES/INDEMNIFICATION: By submitting a Submission, Contestant warrants and represents that he/she consents to the submission and use and exhibition of the Submission in the manner set forth in these Official Rules. Sponsor reserves the right to disqualify any Submission for any reason, in its sole and absolute discretion. Sponsor reserves the right, to the extent permitted by applicable law, to terminate, cancel, modify or suspend this Contest, in whole or in part, if fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity of this Contest as determined by Sponsor in its sole discretion.

DATES & DEADLINES / ANTICIPATED NUMBER OF CONTESTANTS: Sponsor reserves the right, in addition to those other rights reserved herein, to modify any date(s) or deadline(s) set forth in these Official Rules or otherwise governing the Contest. Sponsor cannot accurately predict the number of Contestants who will participate in the Contest.

PUBLICITY RELEASE: By participating in the Contest, in addition to any other grants which may be granted in any other agreement entered into between or among Sponsor and any Contestant in or Winner of the Contest, each Contestant irrevocably grants the Sponsor and their respective successors, assigns and licensees, the right to use such Contestant's Submission, name, likeness, biographical information, and any individual(s) participating in the Submission, in any and all media for any purpose, including without limitation, commercial, advertising and promotional purposes as well as in, on or in connection with the Website or the Contest or other promotions, and hereby release the Sponsor from any liability with respect thereto, unless prohibited by law.

NATURE OF RELATIONSHIP / WAIVER OF EQUITABLE RELIEF: Each Contestant hereby acknowledges and agrees that the relationship between the Contestant and the Sponsor is not a confidential, fiduciary, or other special relationship, and that the Contestant's decision to provide the Contestant's Submission to Sponsor for purposes of the Contest does not place the Sponsor in a position that is any different from the position held by members of the general public with regard to elements of the Contestant's Submission. Finally, each Contestant acknowledges that, with respect to any claim by Contestant relating to or arising out of any Sponsor actual or alleged exploitation or use of any Submission or other material submitted in connection with the Contest, the damage, if any, thereby caused to the applicable Contestant will not be irreparable or otherwise sufficient to entitle such Contestant to seek injunctive or other equitable relief in any way.

PRIVACY POLICY: Except as otherwise stated in these Official Rules, personal information collected in connection with this Contest will be used in accordance with the consent given by Contestant at the time of entering a Submission. Any communication or information transmitted to Sponsor and/or the Website by electronic mail or otherwise is and will be treated as non-confidential and nonproprietary. By entering this contest, each contestant acknowledges that his or her name, agency name, narrative description, and brand artifact may be announced online. Each contestant further acknowledges that if s/he is chosen as an actual prize recipient, certain of his/her identifying information may be disclosed to third parties (at least as required by law), including, without limitation, on an online page listing prize recipient(s). Sponsor uses reasonable commercial efforts to comply with Federal CAN-SPAM guidelines, and entrants may subsequently opt-out of receiving further emails by following the opt-out instructions contained in the email.

GENERAL LIABILITY RELEASE/FORCE MAJEURE: Contestants agree that the Sponsor and the Promotion Parties shall not be responsible or liable for any losses, damages or injuries of any kind resulting from the Contest or any Contest-related activity. Sponsor and the Promotion Parties assume no responsibility for any damage to an Contestant's computer system which is occasioned by accessing the Website or participating in the Contest, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged or stolen Submissions or notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Contest or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive

manner, or with the intent to disrupt or undermine the legitimate operation of the Contest, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. In the event Sponsor is prevented from continuing with the Contest as contemplated herein by any event beyond its control, including but not limited to fire, flood, earthquake, explosion, labor dispute or strike, act of God or public enemy, or any federal, state or local government law, order, or regulation, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, or terminate the Contest. If the Contest is terminated before the designated end date, Sponsor will (if possible) select the winners from all eligible, non-suspect Submissions received as of the date of the event giving rise to the termination. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

WINNERS LIST/OFFICIAL RULES: A copy of the Official Rules can be found at www.madebydarwin.com/hello-tomorrow
A winners list will be posted on Sponsor's website at www.madebydarwin.com/hello-tomorrow