Guide Updated August 10, 2020

STYLE GUIDE & MESSAGING

2020-2021 VCU-MARQUETTE CHALLENGE

Thank you for participating in the student-led Marquette Challenge. For additional questions, please contact us:

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MarquetteChallenge.com

Logos and Colors

Primary 2020-2021 VCU-Marquette Challenge Logo

Use this logo for all online communications and all print materials that allow for full color printing. For screenprinting and other purposes that require a single color logo, use the single color logo. You can download several versions of this file at MarquetteChallenge.com/logos

Do not crop the logo or alter the text. If you need logo files in additional formats, please contact us at LynnMehaffy@Foundation4pt.org.

Single Color 2020-2021 VCU-Marquette Challenge Logos

Use this logo for all print purposes that require single color use or when using the logo on a dark background.

Color Palette

Dark Blue
HEX #005371
RGB 0/83/113

Cerise
HEX #A2355C
RGB 162/53/92

Who, What & Why

ABOUT THE CHALLENGE

The Marquette Challenge is a grassroots, student-led fundraising effort to advance the mission of the Foundation for Physical Therapy Research (FPTR). Each year, hundreds of physical therapist (PT) and physical therapist assistant (PTA) students – with the support of program directors, faculty, and community – hold fundraising events across the U.S.

STUDENTS GIVE FORWARD TO THEIR FUTURE PROFESSION

- Founded in 1989, the Marquette Challenge is the single largest fundraiser for the Foundation for Physical Therapy Research (FPTR) – the only national nonprofit solely dedicated to funding physical therapy research and promising PT and PTA researchers.
- When students participate in the Challenge at any level they make an investment that strengthens their future profession. Every donation, big or small, makes it possible to fund scholarships, fellowships, and research grants.
- Students who participate in the Marquette Challenge gain valuable leadership skills and experience that contribute to their professional growth and networks. Further, student fundraisers connect them with their local communities.
- In the past 3 decades, PT and PTA students have raised more than $4.3 million for physical therapy research.

> Faculty and students at Marquette University launched the first Challenge in 1989. Now, each year a cohost is selected based on the top fundraising school for the previous year's Challenge. Virginia Commonwealth University (VCU) will cohost the 2020-2021 Marquette Challenge. Although there is a friendly competition between schools, the most important thing is participation at any level.

"A Challenge Like No Other"

THIS YEAR IS DIFFERENT...

When Universities moved to distance learning in response to the COVID 19 pandemic, FPTR extended the deadline for the Challenge from April 16th, 2020 to May 31, 2020. Once campuses closed for the remainder of the academic year, FPTR regrettably suspended the 2019-2020 VCU-Marquette Challenge.

Due to the suspension of the Challenge, no winner was announced for 2019-2020. **All donations received by the May 31, 2020 deadline will be added toward school totals for the 2020-2021 VCU-Marquette Challenge.**

This is a time truly unlike any other. **Yet, we will get through this, and we'll do it together. Your support is both important and appreciated.**

NOW MORE THAN EVER...

- Most of the students who participate in the Challenge will not become researchers. They fundraise because FPTR-funded research is an investment in their future profession. This is especially true in our current health crisis when evidence is needed to improve the efficacy of patient care and to show the value of services offered by the physical therapy profession.
- FPTR will continue to fund grants, scholarships, and fellowships in 2021. Many of the researchers that FPTR funded in 2019 are making promising contributions to our understanding of COVID 19 and telehealth today.
- Students can stay connected with their programs, faculty, and fellow students through the VCU-Marquette Challenge. Many of the events that are typically conducted in-person – such as 5ks, continuing education courses, and theme nights – can be held virtually.

Looking for more resources and ideas? Visit the toolkit at MarquetteChallenge.com.