CCCL 25TH ANNIVERSARY

University Fundraising Challenge

MARKETING & DESIGN GUIDELINES

Students majoring in Advertising, Communication, Graphic Design, or other creative and related fields, as well as students from any other academic discipline, are welcome to participate.

Students must register at https://www.cccl.org.lb/unicompetition/ and submit their completed work through the same link.

Participation is open to individuals or teams of up to three (3) students.

THE CREATIVE TASK Create an original fundraising Reel or TikTok trend/challenge for CCCL, using "25" as a central creative element. Integrate an original 25th-anniversary slogan and a clear call to action directing viewers to CCCL-approved donation channels.

Deadline to submit: December 10, 2026.

1. Purpose & creative direction

CCCL is marking 25 years of providing access to comprehensive cancer treatment free of charge to children with cancer in Lebanon, regardless of nationality or financial circumstances. The challenge is to produce an engaging, relevant and practical fundraising video that inspires support for this mission.

Creative priorities Make "25" meaningful rather than decorative; communicate a clear reason to give; engage a defined audience; and present an idea that CCCL could realistically implement.

2. Eligible creative formats (select one)

Creative route	What the completed video should demonstrate
1. **Fundraising reel**	A completed, engaging fundraising Reel with a strong opening, a meaningful role for "25," and a clear call to action through CCCL-approved donation channels.
2. **TikTok trend / viral challenge**	A completed video introducing an original, easy-to-follow, shareable TikTok trend/challenge, showing how participation can encourage support through CCCL's official donation channels.
Required in both formats: 25th-anniversary slogan	Integrate a distinctive, fundraising-relevant anniversary slogan into the video. This is required for either format, not a separate submission category.

3. Message & tone of voice

- Hopeful and empowering: emphasize the impact of collective support, the value of access to treatment, and the role of the community.
- Clear and action-oriented: make the audience understand what CCCL does and what action is being requested.
- Original and audience-aware: adapt the message to the intended platform and audience without losing accuracy or credibility.

Avoid Fear, guilt, shock tactics, promises of a cure or guaranteed outcome, unverified statistics, and suggestions that a donation purchases a specific medical result.

4. Approved factual foundation & donation messaging

The university invitation contains the following CCCL information. Use it accurately; do not change figures or add new organizational, medical, or financial claims without CCCL's confirmation:

- CCCL was established in 2002 and provides comprehensive cancer treatment free of charge to children with cancer, regardless of nationality or financial situation.
- Since establishment, CCCL has treated and supported more than 5,900 children and continues to care for more than 300 children annually.

Call to action Direct audiences only to CCCL's official donation channels provided or approved by CCCL. Any website address, QR code, account information, payment instructions or donation mechanism must be checked before use.

Illustrative CTA: "Support children with cancer at CCCL. Donate through CCCL's official channels." Students may develop more creative copy while keeping the same meaning.

Optional crowdfunding page: Students may create a page through CCCL's official website and incorporate its donation link into their video. The accompanying tutorial explains the steps. Any public promotion or fundraising activity in CCCL's name requires CCCL's prior approval.

5. Brand identity & logo usage

- Use only the approved CCCL logos and anniversary marks in the accompanying kit. Follow the attached Corporate Identity for typefaces, colors, spacing and placement; it takes precedence.
- Keep logos in their original proportions and approved colors. Do not stretch, crop, rotate, recolor, recreate or add effects to a logo.
- Maintain clear space, legibility and sufficient contrast. Do not cover or place copy over logos, or combine them with unapproved symbols.

6. Photos, video, illustrations & music

- Students may use original footage, illustrations, motion graphics, animation and properly licensed creative assets. Filming inside CCCL or obtaining access to patients is not required for this challenge.
- Do not use identifiable CCCL patients, survivors, families, staff members, clinical areas or internal facilities unless CCCL has expressly supplied or authorized that specific material and its intended use.
- Obtain permission from all identifiable people appearing in student-produced footage. A signed consent form is required for each person; for minors, a parent or guardian must sign. Submit the completed consent forms with the entry, and respect privacy, dignity and confidentiality.
- Use only music, sound effects, photographs, fonts and footage that students have permission to submit and that could lawfully be used if the concept is later produced or published.
- Do not imply CCCL endorses a public figure, brand, partner, platform or third-party initiative without authorization.

7. Social media execution recommendations

Video submissions Recommended: mobile-first 9:16 vertical framing (1080 × 1920 px), a strong opening, clear onscreen text, captions/subtitles where dialogue appears, and a readable end frame with a call to action. MP4 is the recommended format for review.

TikTok challenge submissions Demonstrate the participation steps, how people would share the trend and how it would guide viewers toward official CCCL donation channels. Avoid dangerous challenges, misleading engagement tactics or pressure on minors to donate.

These production tips are recommendations for creating an effective video. Upload your completed Reel or TikTok trend/challenge through the official registration and submission link provided above.

8. Fundraising integrity & public communication

- This is a creative competition. Creating a page on CCCL's official crowdfunding platform is optional, but independently launching or promoting a fundraising campaign, soliciting donations or posting content on CCCL's behalf requires CCCL's prior approval.
- Do not create or share personal payment accounts, unofficial donation links, new QR codes or collection mechanisms in CCCL's name.
- Avoid wording that could suggest a telethon, live pledge drive, matching-gift program or sponsorship arrangement unless CCCL has specifically approved that mechanism.
- Treat submitted videos as competition entries: any public activation, publication or use of CCCL branding outside the submission requires CCCL's prior review and approval.

9. Submission checklist

Before uploading your completed video, check that your entry includes:

- A defined target audience and creative, meaningful integration of the number “25”.
- A compelling fundraising message and a clear call to action using CCCL-approved donation channels.
- A completed Reel or TikTok trend/challenge video with an original 25th-anniversary slogan integrated into it.
- Respectful and accurate content, approved branding, properly licensed assets and signed consent forms for identifiable people, where applicable.
- For TikTok challenges, clear participation steps and a practical explanation of how the trend encourages support for CCCL.

10. Accompanying reference material

The following resources are provided for students through the official competition platform, with the announcement visual supplied to universities for distribution:

- These Marketing & Design Guidelines.
- CCCL brief and approved organizational information.
- Consent form for anyone appearing in student-produced footage.
- Approved CCCL logos, 25th-anniversary marks and Corporate Identity / branding resources.
- Video tutorial for creating an optional CCCL-hosted crowdfunding page.
- Official competition announcement visual for universities to share with students.
- Registration and submission link: https://www.cccl.org.lb/unicompetition/.