



America250 PA Direct Effect Innovation Challenge (DEIC) Now Open

The DEIC is a three round marketing challenge that provides teams of students from postsecondary institutions across the Commonwealth with the opportunity to design and launch integrated marketing campaigns for America250PA. The student teams, often interdisciplinary, build campaigns to engage every Pennsylvanian in every county.

In September, America250 PA hosted the [2024 DEIC Virtual Launch Event](#) to launch this year's DEIC theme: ***Powering the Future***. To get involved and join the DEIC Challenge, you must follow the steps below.

1. [Register for the 2024 Direct Effect Innovation Challenge](#) and sign-up your postsecondary institute to participate.
2. Form a team of no more than four students to represent your institution. Visit the [2024 DEIC Action Center](#) for additional information.
3. Review the [Round 1 Guidelines](#).
4. Work with your team to complete and submit the [2024 Concept Sheet and Template](#) by **October 4, 2024 at 11:59PM**.
5. Submit the [Round 1 Survey](#) by **October 4, 2024 at 11:59PM**.

Any additional questions should contact DEIC@America250PA.org.



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