

# PSAid Student Design Contest

Help improve international disaster response efforts and get your work seen by a national audience

**What is PSAid?** PSAid is a nationwide, annual contest that challenges college students to create Public Service Announcements ('PSAs') that highlight why monetary donations are the best way to support international disaster relief efforts.

**What is the Center for International Disaster Information (CIDI)?** CIDI's goal is to educate the public about responsible donating after international disasters by spreading the message: **Cash is Best.**

## What does 'CASH is BEST' mean?

CIDI developed the message 'Cash is Best' to help people remember that monetary donations (cash, credit cards, and online direct donations to nonprofit organizations) are the best and most effective way to support communities after international disasters, like cyclones, earthquakes or droughts.

## Why is donating cash better than donating material goods like canned food and clothes?

- Sending **material goods** overseas is extremely costly, inefficient, and slow. Plus, it's impossible to know what supplies are needed at any given time because the needs on the ground are constantly changing after a disaster.
- **Monetary donations** can be used immediately by relief organizations to purchase exactly what is needed, when it is needed. Monetary donations enable aid groups to purchase culturally and nutritionally appropriate provisions close to the disaster site.

**We need your help to create PSAs to educate prospective donors about why 'Cash is Best.'**

## The Contest

**Who can enter?** College students in the U.S who are 18+ and a U.S. citizen or legal resident

### What are the categories?



**Static Image:** an ad that can appear in a magazine, newspaper, or on a poster or sign



**Digital Image (GIF):** a short (10 seconds or less) animated image with no sound



**Video:** must be exactly 15 or 30 seconds in length

**Where can I get more information?**  
[PSAID.org](https://PSAID.org)

### What are we looking for in your entry?

Imagine a disaster strikes on the other side of the globe. Your grandmother decides she wants to help and is considering shipping canned goods and bottled water overseas. Your PSA should provide enough information and be easy enough to understand that it convinces her not to send these goods, and to instead donate money to an aid group working on the ground. Additionally, it should be well designed, creative, and follow the contest guidelines.

### What are the benefits of participating?

Winning PSAs may appear on national television or in publications. Past winners aired during Family Guy, The Bachelor, NFL football games and in *Rolling Stone*, *Essence*, *The New York Post*, and *Forbes*.