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Non-Profit Charity of Choice Application:

Contact Information

Name of Non-profit:

Established in what year:

Application contact:

Address:

Phone/fax:

E-mail:

Website URL:

Application Questions (you'll want to do this on a separate sheet/s of paper)

Please provide a description of your organization's mission and work.

Who do you serve? (Both in terms of #'s and geography/demographics)

Tell us about your critical audiences, both internal and externally.

Tell us about your current marketing/communications efforts. Have they been successful? How have you measured this success?

How much have you invested (delineate cash versus in-kind) on communications and marketing annually for the past 3 years? Please provide general line items so we can understand how you've invested your dollars.

What are your 3 biggest communications/marketing challenges?

Do you believe that your organization, board and staff are ready to embrace a new level of communications/marketing and branding? Please explain your answer.

Put your agency contact info etc. here

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Do you currently have a relationship with an agency, printing company, web hosting or design firm, video production company, audio production company or blog/new media company (either pro bono or in a paid capacity)? If so, please describe these relationships and tell us how they would be affected if you were selected.

Additional Information Needed (please include with application)

Supply current board list and contact information.

Supply proof of 501C3 status.

Samples of current/recent communications/marketing materials.

A letter from your board president, stating that:

- The board members will make themselves available for an all-day board retreat/brainstorming session scheduled at everyone's mutual convenience.
- The board will allow quarterly presentations from THE AGENCY at their board meeting.
- That THE AGENCY and its partners have the right to publicize the work done throughout the year, as long as it does not divulge confidential information about the charity.
- The staff will make themselves available for an all-day board retreat/brainstorming session scheduled at everyone's mutual convenience.
- Details (not financials) and samples of the work we do together can be used for promotional and educational purposes by any of the providers and/or charity

Note: Applicants may be asked to attend an exploratory meeting with THE AGENCY and its partners to help make the final decision.

Please mail 2 copies of your completed application and all documentation to:

AGENCY NAME
ADDRESS
CITY/STATE/ZIP

All applications are due by DATE at noon. If you have questions regarding the application or program, please e-mail them to:

EMAIL CONTACT INFO

Put your agency contact info etc. here