



MARKETING & DESIGN

• Est. 1980 •

RJM \$42,000 NON-PROFIT GIVEAWAY APPLICATION

Contact Information

Name of non-profit:

Established in what year:

Application contact:

Address:

Phone:

E-mail:

Website URL:

Application Questions

- ▶ 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.

- ▶ 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 501(c)(3) status.

- ▶ Samples of current/recent communications/marketing materials.

Note: Applicants and their board members may be asked to attend an exploratory brainstorming meeting at the beginning of the engagement scheduled at everyone's mutual convenience. RJM also requests the ability to present work done at a organization board meeting at the end of the engagement. RJM retains the rights to publicize the work done throughout the engagement provided that it does not divulge confidential information about the charity.

All applications are due by **July 15th** at **noon**. Email all information to: nonprofit@rjm.marketing.