



AIGA DC CreateAthon Nonprofit Application

GENERAL INFORMATION

Organization Name: _____

Address: _____

Contact Name & Title: _____

Phone: _____

E-mail address: _____

ORGANIZATION INFORMATION:

Description of organization's mission:

Is your organization listed as a 501(c)3: *You must be a 501(c)3 to apply.* _____

What year was your organization founded? _____

Does your organization provide direct services or is it an association/coalition?

Did your organization budget for advertising/marketing this year? _____

If so, how much? (Please outline plan for spending.)

Is your organization working with any other marketing/advertising agency? *If yes, who?*

Is your organization working with any other type of paid consultant? *If yes, who?*

Where is your organization headquartered? _____

What is your geographic service area? _____

PROJECT INFORMATION:

Please describe in detail the organizational objective you believe a new marketing strategy and resulting materials needs to support. For example, what is the issue(s) that need to be addressed?

Provide a description below, in order of priority, of the types of projects you would like us to consider in support of the organizational objective you just listed. These projects may include things such as: brand strategy/messaging, marketing and PR plans, fundraising strategies, brand identity (logos), letterhead packages, outdoor boards, radio scripts, TV storyboards, brochures/posters, web design, social media programs, search engine marketing programs, email programs, and others. Complete the specific information for each project as indicated. Please feel free to add pages to provide additional information.

1. Project description:

Objective of the project (i.e., awareness, fundraising, volunteer recruitment, etc.):

Target audience:

2. Project description:

Objective of the project (i.e., awareness, fundraising, volunteer recruitment, etc.):

Target audience:

3. Project description:

Objective of the project (i.e., awareness, fundraising, volunteer recruitment, etc.):

Target audience:

Do you have any specific timing requirements for the work requested? Is this work tied to a specific event or does it need to coincide with other planned strategic initiatives?

Please describe the resources your organization might have to execute and/or manage the type of work requested, post CreateAthon. For example, do you have a marketing/communications director or someone else on staff who can coordinate printing? Web development? E-mail marketing? Public relations and/or social media tactics?

Are your team and board members fully on board with having this work done? If selected, will board members/key decision makers be available to provide project input, and review and approve the work at the days and times specified below?

Do you have any existing or potential arrangements with vendors who may be willing to produce broadcast materials, provide HTML programming and/or provide media space for your projects?

If yes, please explain:

AIGA DC CREATEATHON SELECTION PROCESS

Application Deadline: January 27, 2017

Final Candidates Notification: 4 Weeks from application deadline

AIGA DC CREATEATHON TERMS AND CONDITIONS

AIGA DC will not produce work via CreateAthon that is being handled or coordinated by any type of paid consultant on behalf of the nonprofit organization, or tied to initiatives under the purview of other paid consultants.

If my organization is selected as a CreateAthon participant, I understand and agree to the following:

- Work for this project will be done by AIGA DC volunteers between a 24-hour period of Friday, March 24, 2017 to Saturday, March 25, 2017 (exact dates/times still to be determined).
- We will meet with AIGA DC volunteers prior to CreateAthon (date to be determined) to provide additional background on our organization and the requested project.
- We will meet with AIGA DC volunteers at the end of the CreateAthon to receive mock-ups of the projects. A specific appointment time will be scheduled.
- During the next 24 hours after the work is presented, we will secure any necessary approvals, changes or revisions (copy revisions only).
- We will come back to the AIGA DC volunteers the following day with any final changes that need to be made to the project. A specific appointment time will be scheduled.
- We understand that there will be no additional work provided by AIGA DC volunteers for this project beyond the terms outlined above.
- We understand that all work completed during CreateAthon is the property of AIGA DC volunteers and any third parties, such as photographers, illustrators, etc., that contribute to the projects.

Name of Organization: _____

Contact Name: _____

Executive Director: _____

Signature: _____

Date: _____

Submit your application to Rebecca Perez at AIGA DC
via email: rebecca@aigadc.org

Remember to save a copy for your records. If you have any questions, please contact Rebecca Perez at rebecca@aigadc.org