



## Public Service Campaign Call for Applications 2010

Each year, AAF of the Midlands selects a nonprofit organization in our community and assists them with their marketing and advertising needs. Committee members work hand-in-hand with the staff of the organization to help develop a strategy and oversee the tactical execution of a campaign to advance their cause. Areas in which we can assist include collateral package design (including logos), print ads, broadcast, Web presence and public relations elements. Typically, volunteers donate all creative and account service expertise and the nonprofit is responsible for hard costs such as printing, media placement and production costs. Whenever possible AAF of the Midlands will solicit reduced rates or pro-bono services for hard costs. However, these services can not be guaranteed and the nonprofit should anticipate some expense.

You must be a 501(c)(3) nonprofit organization in Richland or Lexington County to submit an application. The deadline for proposals is **February 5, 2010**.

Finalists will be notified and asked to make a 5-10 minute presentation to the AAF of the Midlands Board later in February. The selected nonprofit will be notified shortly thereafter and announcement of the winner will be made at a yet to be determined AAF of the Midlands monthly luncheon.

The following page contains the questions we ask interested nonprofits to address in their brief submission for consideration. Please keep your proposal to a maximum of two pages. Please e-mail, mail, or fax all submissions to Skot Garrick, Public Service Chair, via the contact information listed below on or before **February 5, 2010**.

AAF of the Midlands  
c/o Skot Garrick  
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803.254-6011 (Fax)  
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Columbia, SC 29209  
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Requirements – Your Application Should Include the Following:

- Organization name
- Contact person for the project
- Address
- Phone number
- Web site
- E-mail address
- Federal Tax ID number
- Most recent annual report

**Please answer the following questions within the two-page proposal.**

1. What is your organization's mission statement?
2. What services does your organization offer and who are the recipients?
3. Does your organization currently have a marketing and/or advertising strategy? If so, please briefly describe it.
4. What is the nature of the problem that you believe can be alleviated with the help of this advertising campaign?
5. What is the overall goal that the public service advertising campaign needs to support?
6. In what media would you like to see your advertising appear? (Media includes print, television, radio, direct mail, outdoor, collateral materials, etc.)
7. When does your organization hope to launch your advertising campaign?
8. Have funds been allocated or budgeted with which to conduct the advertising campaign, and if so, what amount?
9. Have you made any arrangements for creation, production, reproduction or distribution to the media? Have you approached any other group or advertising agency to create advertising or related activities? If yes, please provide the name of the group or agency.
10. How would your organization benefit from the support and talents of the AAF of the Midlands Board and membership?