



2017-2018

## Application for Non-Profit Marketing Partnership

***Application Deadline: Monday, August 21, 2017 at Noon***

**About Ad 2 Madison:** Ad 2 Madison is a not-for-profit organization of marketing, public relations, communications professionals, and students aged 18 to 32. Ad 2 provides educational, networking, public service, and leadership opportunities to members and guests. The American Advertising Federation is our parent organization.

**How Can We Help You?** Each year, Ad 2 Madison offers pro-bono marketing services on a selected campaign or project submitted by a local not-for-profit organization in need of marketing skills and expertise. We are available to work with our selected non profit for 2-6 months. At the end of our partnership with the selected non-profit, we share our campaign and results as part of an Ad 2 national competition.

In the past, Ad 2 Madison has worked with several non-profits, including the Madison Parks Foundation, Community Living Connections, the Literacy Network and the Wisconsin Veterans' Museum Foundation, to help them reach their organizational goals using marketing strategies and tactics. We have been honored at the national level as an Ad 2 Club of Excellence, and have received other national accolades. References are available upon request.

Find out if your organization could benefit from working with Ad 2 Madison by filling out the following application. Note that organizations with an existing idea, plan, outline, etc. will be given precedent.

### **Eligibility Requirements:**

- Your organization must be exempt from Federal Income Tax under Section 501 (c)(3) or similar sect of USIR code and be able to provide a copy of your IRS determination letter and proof of 501(c)(3) certification if selected for an interview.
- We cannot accept applications from religious or political organizations.

### **Submitting Your Application:**

- Send your questions and/or completed application to Corinne at [corinnebmeister@gmail.com](mailto:corinnebmeister@gmail.com)
- Alternatively, you can apply online, here: <https://goo.gl/forms/MZY3GMLAzaAA10h2>

**If you are selected for an interview, we will notify you by 08/23/2017.**

## **ORGANIZATION DETAILS**

Organization Name:

Address & City, State Zip:

Website:

Contact Name and Title:

Contact Phone:

Contact Email:

## **ABOUT YOUR ORGANIZATION**

Description:

Mission Statement:

Year Established:

Area Served:

Board Members:

*(Please list names and company)*

Statement of Need (in 100 words, explain the challenges your organization currently faces):

## **ORGANIZATION BACKGROUND AND MARKETING INFORMATION**

*Please answer as many questions below that are applicable to your organization.*

1. How many employees/members/volunteers currently work within your organization?
2. How do you serve the Madison community?
3. Do you plan to maintain your organization's current area served or are you planning to expand in the near future?
4. Is your organization currently receiving other advertising or marketing services (paid or pro-bono)? If so, please list.
5. Does your organization have any of the following? If so, how is each maintained?
  - a. Website

- b. Facebook
  - c. Twitter
  - d. Instagram
  - e. Email list
  - f. E-newsletter
  - g. Newsletter
  - h. Other social media (please specify)
6. What current promotions/advertising does your organization do? How is it organized?
  7. What events has your organization done in the past or are currently planning to do? Have you or do you hold fundraisers?
  8. What metrics do you currently track for your organization (e.g., funds raised, Facebook likes, website visits, number of customers, etc.)? Do you use a particular analytics program, such as Google Analytics?
  9. Are there any legal or regulatory requirements with regards to advertising that you must adhere to?
  10. How did you hear about this opportunity?
    - a. Facebook
    - b. Twitter
    - c. Email
    - d. Ad 2 Member
    - e. Newsletter
    - f. Other (please specify)

### **WHAT CAN AD 2 HELP YOU WITH?**

We ask that your organization evaluate your needs and provide as much of the following information about how Ad 2 Madison can collaborate on your project or campaign.

- The type of project (e.g., a promotional campaign for single or multiple events, creating/revising campaigns, event planning and promotion, volunteer recruitment, etc.)?
- The reason this project is needed for your organization?
- What impact does your organization and this project, seek to have on the community you serve?
- Do you have an expected timeline for your project? If so, what is it?

- If applicable, does the project require a sustainable solution, or is it a single goal?
- Please provide a list of the specific resources and services you expect from Ad 2 Madison to complete this project.
- Please list any resources your organization is able to provide to assist with this project (e.g., volunteers, promotional/advertising resources and contacts, donors, print and advertising resources, venues, etc.)
- Which metrics, data, or statistics, does your organization hope to track to determine the success of the project (e.g., email opens, event attendees, funds raised, etc.)?
- Can your organization make any amount of funds available to utilize for this project? If so, what is the budget?