



2011–2012 PUBLIC SERVICE CAMPAIGN APPLICATION

PLEASE COMPLETE ALL OF THE INFORMATION BELOW:

Today's Date: _____

Name of Organization _____ 501(c)(3) status (y/n) _____

Contact Person _____ Date & Place Obtained _____

Title _____

Street Address _____

City / State / Zip _____ Phone _____

E-Mail _____ Website _____

HERE'S THE SCOOP:

We are looking to gather some preliminary information on your organization, to gain a sense of who you are, what you do, and how you do it. Each organization is unique, has its own special story to tell, and we want to hear yours. We want to know your triumphs and your pains, in hope of shining some light on your heartfelt work. With that said, your application should be limited to no more than three single-sided pages (excluding collateral and financial statements). Submissions in excess of three pages will not be disqualified, however clarity, conciseness and brevity will be considered. No verbal, e-mailed or faxed applications will be accepted.

WHAT WE NEED FROM YOU:

1. Please provide the primary goals & objectives of your organization and/or mission statement.
2. Please provide a brief description of the services you provide to achieve these goals.
3. Describe who benefits from the services you provide. (e.g., income level, age group, geographic location)
4. How many individuals receive your help annually?
5. What are some of the struggles that your organization faces?
6. What are some of the successes you have experienced?
7. Are your services duplicated by another agency in the area? (Y/N) If yes, please list the organization name(s).
8. How did you hear about the Ad 2 Phoenix Public Service Campaign?
9. For what reasons should your organization be selected for the Public Service Campaign?
10. Please provide names of key staff and a current list of Board of Directors.
11. Please include a copy of your 501(c)(3) determination letter.

WHAT'S THE SKINNY ON YOUR ORGANIZATION:

1. What singular message do you or would you like to communicate to the public?
2. List three objectives that you would like to see met by the Public Service Campaign.
3. Would you be willing to modify current graphic images and collateral materials? (e.g. logo, name, tagline, message)
4. Have you made any arrangements for creation, publication, reproduction, or distribution of any marketing or advertising materials to the media by any other group or advertising agency? If yes, please explain the nature of the arrangements and list the name of the organization.
5. Please provide a list of vendors (printers, agencies, etc.) that you have worked with in the past.
6. If available, please provide samples of your collateral material. (e.g. brochures, logo, posters, media kit)

SHOW ME THE MONEY:

1. List methods of fundraising used or planned. (e.g. direct mail, memberships, solicitations, events)
2. Please provide a list of corporate/foundation donors.
3. What percentage of your current budget is spent on advertising and promotion?
4. What is your approximate budget to cover printing, collateral development and other production costs?
5. Please explain who your target audience is (e.g. volunteers, donors/contributors, service recipients, other) and rank them in order of importance.
6. Please provide a copy of your most recent audited financial statement.
7. Please provide a copy of your current income/expense budget.

Where Does It Come From?

Revenue:	<u>dollar amount</u>	<u>% of revenue</u>
Government Funds	_____	_____
Other: (explain)	_____	_____
Total Revenue	_____	_____
Net Profit	_____	_____

How Is It Distributed?

Assets:	<u>dollar amount</u>	<u>dollar amount</u>
Cash (unrestricted)	_____	_____
Restricted Funds	_____	_____
Other: (explain)	_____	_____
Total Assets	_____	_____
Liabilities	_____	_____
Equity (Fund Balance)	_____	_____

APPLICATION DUE FRIDAY, SEPTEMBER 9, 2011 TO:

AD 2 PHOENIX, ATTN: PUBLIC SERVICE COMMITTEE, 10645 N. Tatum Blvd, #200-252 Phoenix, AZ 85028
For questions regarding the application or the campaign, please contact publicservice@ad2phoenix.com