

2010 **GOODWÖRKS** APPLICATION

Thank you for your interest in the Ideaworks Goodworks Grant for 2010.

Ideaworks recognizes the importance of quality design and marketing for all organizations—but particularly for nonprofits. We understand nonprofits' tendency to focus their budget on operating costs and programming expenses. Unfortunately, that means design and marketing communications are often left up to volunteer staff who, while well-meaning and incredibly generous, are usually not part of the organization's overall, long-term vision.

Since its inception Ideawörks has donated hundreds of thousands of dollars in free and reduced marketing services to area non-profit organizations. In 2004, to make an even greater impact, Ideawörks created its GoodWörks program as an alternative to piecemeal approach to pro bono work. Our grant seeks to positively impact the quality of design, marketing and public relations efforts for small nonprofit institutions through a focused, yearlong program. Rather than developing singular projects that cannot be sustained, the Goodworks Grant focuses all our efforts on one non-profit for an entire year.

We make sure by the end of the year the grantee feels confident communicating with vendors, creatives and media and are aware of cost-saving production options and thoroughly understand the importance of budgeting for marketing and public relations. We want our grantees to have tools they can use now and into the future.

About Ideaworks

- Incorporated in 1995 and based in Pensacola, Florida
- Clients throughout the southeastern U.S. with current concentration of clients in real estate development, financial sector and corporate marketing
- Specialize in research & development, business plans, graphic design and comprehensive marketing strategies
- More than 300 local, regional, national and international awards for marketing strategy, public relations, advertising and design
- Full service agency with staff of professionals in all areas of marketing and advertising
- 100% referral-based business; named Pensacola Bay Area Chamber of Commerce Small Business of the Year 2006
- More than \$900,000 donated in free services to area non-profit organizations since 1995

I D E A W Ö R K S

1110 North Palafox St. Pensacola, FL 32501 P 850.434.9095 F 850.434.5753 www.ideaworksusa.com

**GoodWörks is a program designed to provide agency services free of charge to the organization selected. Certain restrictions may apply.*

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Program Name: _____

Organization Name (if different): _____

Address: _____

City: _____ State: _____ ZIP: _____

Main Phone Number: _____ Fax: _____

Web site (if any): _____

How did you learn about this program? Please be as specific as possible.

Application Contact Name / Title: _____

Contact Telephone: _____

Contact E-mail: _____

Month and Year Organization Founded: _____

Number of Full-Time, Paid Staff (if any): _____

Current Sources of Funding: _____

Describe the Target Population(s) Served and the Needs / Problems Addressed by the Organization.

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Eligibility Requirements

- Only 501(c)(3) nonprofit organizations located in Escambia or Santa Rosa Counties are eligible.
- Only one application per organization may be submitted.
- The organization must be at least one year old as of the application deadline.
- A designated representative must be available to serve as a liaison between the selected organization and Ideawörks.
- Annual marketing budgets for outside service expenses must be at least \$7,500

Award Information

This grant will give one nonprofit a year's worth of work from Ideaworks to collaborate on some or all of following:

- Establish and formalize a strategic marketing plan
- Create public relations campaign and establish relationships with media
- Redesign identity and associated materials (business cards, letterhead, etc.)
- Redesign of marketing collateral, including brochures and newsletter
- Architecture and redesign of the organization's website
- Create advertising for event, advocacy and services campaign
- Establish relationships with outside vendors for printing and other services
- Create branding standards guide for long-term consistency

The award will be granted end of December 2009, begin January 2010 and last throughout the calendar year of 2010. Only one award will be given per year. Outside service expenses such as advertising, printing, photography, web programming and hosting, etc. are the responsibility of the organization.

How to Apply

- Mail or hand deliver the completed form and supporting documents to 1110 N. Palafox Street, Pensacola, Florida 32501, Attn: GoodWörks
- E-mail questions to info@ideaworksusa.com

Dates to Remember

- November 19, 2009 - 3:00 - 4:00 pm - Goodworks informational session at the Downtown Library.
- December 1, 2009 is the deadline for receipt of all applications by Ideawörks.
- December 15th - 18th - top 3 finalists site visit and oral presentations
- The non-profit chosen for the 2010 GoodWörks will be announced December 21, 2009.

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Please state your organization's mission, provide information about your organization's overall programs and activities, and include a brief summary of your organization's history, goals, and key achievements.

We Want to Know What You Need and Why You Need It.

Please express in narrative form, of no more than 10 pages, why this grant would help your organization by addressing a minimum of 5 of the following topics.

You must answer the topics in bold.

- **Please describe the services that you seek and the goals and objectives such services would help your organization achieve.**
- **If you were awarded this grant, please describe your future plan for sustaining this effort.**
- Why now? Why is it critical to your organization that you receive this grant next year?
- Describe the community or regional need(s) and/or challenges that this effort will address. What is the level and nature of involvement of the community-at-large?
- If you have any upcoming projects that this grant could support, please describe them and the ways this grant would be beneficial.
- If applicable, identify organizations that you collaborate with to address the issue(s) in this proposal.
- Define your criteria for success of the project. State how you will measure your success in the short-term and in the long-term. What tool(s) will be used to evaluate your success? What is your strategy for implementing the evaluation process?

Submission Guidelines

Please ensure you have all necessary documents listed below. If you do not, your application will not be accepted.

- completed application form
- narrative essay, with any necessary supporting documentation
- samples of existing marketing materials, particularly those that you are needing to redesign
- existing marketing plan (if applicable)
- letter stating 501(c)(3) tax-exempt status for you or your fiscal agent
- 2 previous years' detailed budgets
- absolutely no faxed, emailed, or late applications will be accepted

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