

# 2012 GoodWörks Application

## **Thank you for your interest in the Ideawörks GoodWörks Grant for 2012.**

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

Since its inception Ideawörks has donated more than a million dollars in marketing services to area non-profit organizations. In 2004, to make an even greater impact, Ideawörks created the GoodWörks marketing grant. Our grant seeks to positively impact the quality of design, marketing and public relations efforts for small nonprofit institutions through a focused, yearlong program.

We make sure by the end of the year the GoodWörks organization feels confident communicating with vendors, designers and media, are aware of cost-saving production options and are trained to use the tools we've created.

## **About Ideawörks**

- Incorporated in 1995 and based in Pensacola, Florida
- Clients throughout the U.S.
- 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 2007
- More than \$1 million donated in free services to area non-profit organizations since 1995

## **I D E A W Ö R K S**

1110 N. Palafox St. Pensacola, FL 32501 P 850.434.9095 F 850.434.5753 [www.ideaworksus.com](http://www.ideaworksus.com)

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

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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 three years old as of the application deadline.
- A designated representative must be available to serve as a liaison between the organization and Ideawörks.

## Award Information

This marketing grant from Ideawörks may include but is not limited to some of the 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 marketing collateral, including brochures and newsletter
- Architecture and redesign of the organization's website
- Create advertising for events, 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 2011, begin January 2012 and last throughout the calendar year of 2012. Only one award will be given per year. Expenses such as advertising, printing, photography, web programming and hosting, etc. are the responsibility of the organization.

## Dates to Remember

- November 7, 2011 - 2:00 - 4:00 p.m. - GoodWörks informational session at SunTrust Bank.
- November 21, 2011 is the deadline for receipt of all applications by Ideawörks.
- December 9, 2011 - Top 3 finalists notified
- December 12-16, 2011 - Top 3 finalists do their informal presentations to Ideawörks staff
- The non-profit chosen for the 2012 GoodWörks will be announced December 28, 2011.
- Week of January 9, 2012 - Initial strategy and meeting launch

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## 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](mailto:info@ideaworksusa.com)

## Application

Organization Name: \_\_\_\_\_

Program Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Main Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Website (if any): \_\_\_\_\_

How did you learn about this program?

\_\_\_\_\_  
\_\_\_\_\_

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: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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# 2012 GoodWorks Application

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

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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. Attach separate page if needed.

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## **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 of those services.**
- **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.
- 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?

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## 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 would like to update
- existing marketing plan (if applicable)
- letter stating 501(c)(3) tax-exempt status for you or your fiscal agent
- two previous years' detailed budgets
- no faxed, emailed, or late applications will be accepted

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