



## **Ad 2 DC 2014-2015 Public Service Campaign Application**

Since the early 1960s, Ad 2 chapters across the nation have been providing pro-bono advertising and marketing campaigns to non-profit organizations in their communities. Ad 2 DC's 2013-2014 campaign placed second nationally, providing the client with advertising, social media, public relations, fundraising and infrastructure support. Please contact co-chairs Lauren Jennings or Kate Sobel ([publicservice@ad2dc.org](mailto:publicservice@ad2dc.org)) with any questions you may have.

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

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

**Phone:**\_\_\_\_\_

**Website:**\_\_\_\_\_

**Primary Contact:**\_\_\_\_\_

**Primary Contact's email:**\_\_\_\_\_

### **About The Organization:**

What is the mission of your organization?

When was your organization established and how has it grown and evolved over that time period?

What sets your organization apart from similar organizations in the DC Metro/Northern Virginia/Southern Maryland community?

Where does your organization, as a whole, see itself in 5 years?

What anticipated challenges face your organization in reaching its 5-year goal?

### **Communications Objectives:**

What goals and objectives does your organization hope to accomplish if awarded a pro bono communications campaign from Ad 2 Public Service?

Does your organization have a marketing plan in place or will it need one developed?

What system (if any) is currently used to get marketing, advertising or public relations projects completed?

Is there an in-house marketing department/personnel? Describe the duties of that personnel. For example, does your organization have in-house graphic designers/writers/marketers? If so, how many?

If applicable, will the Board of Directors be involved and if so, on what level? *Note: Typically, the fewer approvals we have to go through during the process, the more successful the campaign development process is.*

Does your organization have a marketing budget? If so, which bracket does your budget fall into? (\$1,000 - \$5,000) (\$5,000 - \$10,000) (\$10,000 - \$50,000)

Is your organization open to poignant, sometimes edgy and possibly surprising creative to be developed for this campaign?

**Please send completed applications back to Lauren Jennings and Kate Sobel by Friday, August 22, 2013 at: [publicservice@ad2dc.org](mailto:publicservice@ad2dc.org).**

**Thank you!**