



## **Application for Pro Bono Representation 2015 and 2016**

**APPLICATION DEADLINE IS SEPTEMBER 5, 2014**

### **I. Contact Information**

Organization Name:	
Website URL:	
Address:	
Contact Name:	
Title:	
Phone:	
Email:	

### **II. Organization Overview**

1. When was the organization founded?
2. What is the organization's mission?
3. How does your organization impact the lives of women and/or children?
4. Briefly describe the organizational structure, including key staff members.
5. List your organization's major programs or initiatives, and describe how those impact the community or groups you serve.
6. Who are your organization's key stakeholders (members, donors, support recipients, etc.)?
7. What would you identify as your organization's key accomplishments during the past year?
8. What key initiatives/goals have you identified for 2015 and 2016?
9. Over the next two years, how do you see the organization growing or transforming?
10. Name key competitors and describe your unique positioning versus their services?
11. What is your organization's greatest strength? Greatest vulnerability or weakness?
12. What audience(s) do you most want to reach through communications/PR initiatives?
13. What is your organization's legislative agenda or focus for 2015 (if applicable)?

14. What are the sources of funding for your organization (include membership, non-dues revenue, fundraising events, grants, donations, fees, etc.). If a single fundraising event or activity is a key source of revenue, please describe and how much has been raised in the past year.
15. Is the organization a part of a larger national organization? If so, please describe relationship, especially with regard to communications/PR.
16. Does the organization have any partnerships or sponsors? Please list and briefly describe.
17. Please list board members and key leadership (Note titles and affiliated companies or organizations).
18. Would this project require approval from a board of directors or other governing body? Please indicate earliest date project approval can be granted (i.e., date of next board meeting).
19. Is this organization a 501(c)3 with a Federal Employment Identification Number (FIN) based or headquartered in the Washington, DC metro area? (Please provide FIN).
20. What is your Guidestar rating (or other third-party ranking)?
21. What is your annual operating budget (current and projected)?
22. What percentage of your total budget goes to direct client services?
23. What percentage of your total budget is allocated for PR/Marketing?

### **III. Current Communications Capabilities**

1. How does the organization manage communications and marketing functions today? If there are dedicated staff members, please list title and briefly describe his/her role within organization.
2. Who would serve as the point person for this project? Please provide contact information if different from contact person listed above.
3. Does the point person have communications/marketing expertise? If so, please describe.
4. Please identify your organization's top three communications needs:
  - Strategy (positioning, messaging, planning, resource allocation)
  - Branding (increasing awareness/visibility)
  - Communications materials (i.e. press releases, news advisories)
  - Media relations (identifying and assisting with outreach to target reporters)
  - Media coverage monitoring / analysis
  - Media training
  - Social media

\_\_\_Crisis communications planning

\_\_\_ Event planning

5. Who is your organization's primary spokesperson?
6. Has the organization ever worked with communications consultants on branding, key messages, media training, etc.? If so, please explain.
7. Does your organization have a media policy?
8. How frequently does your organization interact with media? What kind of media coverage has been generated in the past? (Please provide news clips).
9. Describe your organization's social media strategy/presence.
10. Please list your review process and timing requirements for approval of strategic communications plans and external communications materials.

#### **IV. Goals & Expectations**

1. What are the primary communications priorities/goals that you would like WWPR to help your organization accomplish? (Please be specific and list in order of priority).
2. Please describe obstacles to accomplishing those objectives with current resources.
3. How many pro bono service hours per week do you anticipate would be required?
4. How would you define a successful relationship with WWPR?
5. Would you like WWPR to conduct a communications capabilities assessment and make recommendations for key objectives/priorities?
6. If WWPR selects your organization as a pro bono client, describe the steps you will take to ensure that your organization can implement and expand upon WWPR's initiatives, both during the two-year term and beyond.

#### **V. Additional Information and Supplemental Materials**

1. Please provide two external references for the organization (describe relationship).
2. Please attach your organization's most recent annual report (in PDF format) or, if you do not produce an annual report, please include your most recent donor communication(s) and financial reporting overview.
3. Please submit up to three samples of your organization's recent marketing or communications materials.
4. Is there any additional information that WWPR should consider regarding your application?

Thank you for your interest in working with WWPR's Pro Bono Committee. If you have any questions about the application or selection process, please contact: [probono@wwpr.org](mailto:probono@wwpr.org).

***APPLICATION MUST BE RECEIVED NO LATER THAN SEPTEMBER 5, 2014***