**2020-2021 Application for Pro Bono Representation**

**Due: Monday, August 19, 2019 at 11:59 p.m. ET**

Thank you for your interest in partnering with Washington Women in Public Relations. We look forward to reviewing your application and we will contact you to confirm the status of your application. Please note that your organization must have 501(c)(3) status for two years prior to applying for Pro Bono representation. If you have any questions related to the application, please contact probono@wwpr.org.

**I. Contact Information**

|  |  |
| --- | --- |
| Organization Name |   |
| Website URL |   |
| Address |  |
| Primary Contact Full Name |  |
| Primary Contact Title |  |
| Primary Contact Phone Number |  |
| Primary Contact Email Address |  |

**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 and the community overall?
4. Briefly describe the organizational structure, including leadership and key staff members. Attach an organizational chart, if available.
5. List your organization’s major programs and/or initiatives, and describe how those impact the community or groups you serve.
6. Who are your organization’s key stakeholders (members, volunteers, donors, support/recipients, etc.)?
7. Which of these audiences do you most want to reach through communications/PR initiatives?
8. What would you describe as your organization’s key accomplishments during the past year?
9. What key initiatives/goals have you identified for 2020 and 2021?
10. During the next two years, how do you see the organization progressing and/or transforming?
11. Name organizations with similar missions and describe your unique positioning versus their services?
12. What is your organization’s greatest strength or impact? What is your organization’s greatest vulnerability or area for improvement?
13. What is your organization’s legislative agenda or focus for 2020, if applicable?
14. What is your organization’s development plan, including main sources of funding (including membership, non-dues revenue, fundraising events, grants, donations, corporate sponsorships, fees, etc.)? If a single fundraising event or activity is a key source of revenue, please describe the event and how much it typically raises in a year.
15. Is the organization a part of a larger national organization? If so, please describe the relationship, especially in 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 members (include titles and affiliated companies or organizations).
18. Would WWPR’s pro-bono representation of your organization require approval from a Board of Directors or other governing body? Please indicate the earliest date project approval can be granted (e.g., date of next Board meeting).
19. Is your organization a 501(c)3 with a Federal Employment Identification Number (EIN) based or headquartered in the Washington, DC metro area? (Please provide the EIN)
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 and will that amount stay the same or change in 2020-2021?

**III. Current Communications Capabilities**

1. Who is the communications decision-maker? What is the organization’s process for approving communications plans and deliverables? If there are dedicated staff members and/or consultants/external firms, please list their title and briefly describe each person and/or consultant/firm’s role within the organization.
2. Who would serve as the point person for this project and how much time can they commit to serving as a liaison? Please provide contact information (if different from the contact person listed above). WWPR believes it is very important to have a commitment from staff to work on communications with us.

1. Does the point person have communications/marketing expertise? (if so, please describe)
2. Describe your organization’s biggest communications challenge.
3. 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, social media messaging)

\_\_\_\_ Media Relations (identifying and assisting with outreach to target reporters)

\_\_\_\_ Media coverage monitoring / analysis

\_\_\_\_ Media training

\_\_\_\_ Social media

\_\_\_\_ Crisis communications planning

\_\_\_\_ Event planning

\_\_\_\_ Other:

1. Who is your organization’s primary spokesperson to the media? Who is the spokesperson who talks to donors, partners, community leaders, etc.?
2. Has the organization ever worked with communications consultants on branding, key messages, media training, etc.? If so, please explain.
3. Does your organization have a media and/or a social media policy?
4. How frequently does your organization interact with the media? What kind of media coverage has been generated in the past (positive and negative)? (Please provide sample news clips or links to articles.)
5. What is your organization’s social media presence?

|  |  |  |
| --- | --- | --- |
| **Social Media Platform** | **Handle/URL** | **Number of Followers/Fans** |
| Facebook |  |  |
| Twitter |  |  |
| Instagram |  |  |
| LinkedIn: |  |  |
| YouTube / Vimeo |  |  |
| Other |  |  |

**IV. Goal and 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).

1. Please describe obstacles to accomplishing those objectives with current resources.
2. How many pro-bono hours per week do you anticipate would be required?
3. How would you define a successful relationship with WWPR?
4. Would you like WWPR to conduct a communications audit — evaluating existing key messages, marketing materials, social sites, etc. — and make recommendations for key objectives/priorities?
5. 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 years and beyond.

1. WWPR believes strongly that a communications-focused staff should be available to serve as the point-person throughout the project. This criteria will be considered during the selection process. Who would be this person?

**V. Additional Information/Supplemental Materials**

1. Please provide two external references of 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 and/or communications materials.
4. Is there any additional information that WWPR should consider regarding your application?