



2010 Grant Application for Pro-Bono Marketing Services

Program Description

Axon Design & Marketing's Grant Program is structured to give back to the community through helping non-profit organizations better understand the influence a quality design and marketing program can have in achieving their mission. Axon Design & Marketing has pledged to donate \$7,500 worth of services to one non-profit organization twice per year.

Application

Applications are accepted throughout the year and will be considered biannually. Deadlines for applications are April 15, and August 15, 2010. Winning organizations will be notified by the fifteenth of the following month.

Application Format

Please include the following in your application document

- Date
- Submitted by
- Legal name of organization
- Address
- Executive Director
- Other contact person and job title (if not ED)
- Contact information (phone, fax, email, website)
- Board member names
- Organization's total budget
- Total number of staff
- United Way Affiliate?
- Description of the organization including:
 - 1) The mission statement, including a description of the constituents you serve
 - 2) A brief history and overview of your organization, including your organizational structure.
 - 3) A visionary statement - how do you see the organization in the future?
 - 4) Proof of non-profit status
- Experience of the organization working with other professional design and marketing firms.
 - 1) A brief description of another project that employed a professional design, marketing or advertising firm.
 - 2) A description of any ongoing or retainer relationship with an existing advertising or marketing design firm.

- Description of the proposed project including:
 - 1) Project description
 - 2) Project goals and objectives (please be specific about how this project will contribute to the sustainability of your organization)
 - 3) Project team members and their roles
 - 4) Project time line and work plan
 - 5) Post project work plan (if applicable)
 - 6) Organization's budget for the project (if applicable)

Please complete and return to:

Axon Design & Marketing

c /o Kay Johnson

377 Fore Street 4th Floor

Portland, ME 04101

Or, in a Microsoft Word document via email: kay@axondm.com Phone: (207) 749-3598

Scoring

Organizations applying for the grant must demonstrate the following in their application:

- A clear understanding of the goals and objectives of the proposed project.
- Experience working with a design and marketing firm, resulting in a clear understanding of the process and time involved in producing quality print or web design.
- An understanding of the value a professional firm brings to the organization, including an understanding of the hourly costs incurred when contracting with a professional marketing and design firm.
- Demonstration of a realistic, well-planned project, schedule and workflow.

Scoring of the proposals follows:

30% Project Definition

Describe the project in detail, including goals and objectives, proposed schedule, work plan and process.

25% Demonstrated Value

What value will completion of this project bring to the organization and the people it serves?

25% Previous Experience

What is the organization's experience working with professional design and marketing firms and determining a reasonable scope for a marketing project?

20% Sustainability

How the project will help the organization over the long term.

Other requirements

Grant applicants must be willing to sign a letter of agreement, sign-off and estimate forms. These forms and procedures protect Axon Design & Marketing from being responsible for any damages or costs associated with copyright infringement for client-supplied materials, typos or omissions.

Grant applicants also must be willing to allow Axon Design & Marketing to use their name and logo in association with promotional materials and press releases designed and written for the Grant Program.

All work must be completed no later than six months following the grant award date or by a mutually agreeable schedule. Grant work not completed by the due date will be forfeited unless otherwise stated in writing.

Axon Design & Marketing reserves the right to withdraw from the agreement at any time and for any reason, and cannot be held responsible for work not completed by the due date.

Axon Design & Marketing maintains the copyrights to any material produced through the grant program unless assigned, in writing, to another party.