



# 2018 Application Form

*All fields are required.*

## ORGANIZATION INFORMATION

Name of Organization

Can you provide proof  
of your organization's  
non-profit classification?

Yes

No

Please provide a short description of your organization's mission.

## PRIMARY CONTACT INFORMATION

Name

Title

Email

Phone

## COMMUNICATION/ADVERTISING GOALS

Describe your organization's communication goals for 2018. For example: are you aiming to raise awareness of the organization? Do you need to increase attendance at an annual event? etc.

**COMMUNICATION/ADVERTISING GOALS *cont'd.***

Do you have any current/active advertising efforts? If so, please describe.

Think about specific creative or advertising needs you will have for 2018, such as: a special event to promote, a website refresh, social media overhaul, pre-purchased media that needs to be scheduled/allotted, etc. **Please list your top three needs below, in order of priority.**

Who is your demographic? Describe primary and secondary audiences *(if applicable)*.

Include any special comments or notes for consideration.

The planned date for Campaign for Community is **Saturday, January 20, 2018**. We require that at least one representative from your organization is able to commit to the full day with us.

On this date, we will cover as much design and promotion ideas and final work as possible. You will have a variety of local advertising professionals at your disposal for creation of work/plans. Beyond this date, we will work efficiently to provide deliverables within a reasonable timeline for both your organization and our volunteers.

**Please submit completed form and any questions to AAF-BR Community & Diversity chair Natasha Clark at [natashawalk@gmail.com](mailto:natashawalk@gmail.com)**

