

# Excellence in Nonprofit Communications 2010

## Grant Application

### Organization Information:

Org Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Web Address: \_\_\_\_\_  
Social Media Addresses: \_\_\_\_\_

### Applicant Contact Information:

Contact: \_\_\_\_\_  
Title: \_\_\_\_\_  
Cell Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### Application Questions:

1. What is your organization's mission?
2. Describe your major programs and activities. **100 words max**
3. Describe the population(s) you serve. **50 words max**
4. Are you affiliated with a state or national organization, yes  or no ? If yes, please provide their name.
5. Describe your current communications strategies and activities (e.g., objectives; brochures, annual reports, or other electronic / media tools used; methods of distribution; etc.). **100 words max**
6. Describe how you intend to use the award (e.g., needs, project goals, expectations, ideas for target audience, communication tools to be developed, distribution ideas, etc.). **150 words max**
7. What communication products do you expect to develop as a result of this grant? (check all that apply)
  - new identity/branding (including logo, signage,
  - new messaging
  - new brochure to describe your organization or program(s)
  - design & produce materials for a specific event or fundraiser
  - develop or redesign website for your organization
  - develop social media tools and plan for your event or organization
  - develop a communications plan for your organization
  - other: \_\_\_\_\_
8. Describe your capacity to work with the project partners in developing the components of the project and meeting the associated deadlines (*see project timeline*). **150 words max**
9. Who will lead this project within your organization?  
Name / Title:  
\_\_\_\_\_
10. Do they have the authority to ensure the organization meets all project deadlines? \_\_\_\_\_

11. List all staff, board & volunteer members who would be involved in the project, their role (provides materials, provides input, makes design or project decisions, other), and their availability in hours/week to devote to the project. (copy more as needed)

Name / Title: \_\_\_\_\_

Role: \_\_\_\_\_

Availability: \_\_\_\_\_

Name / Title: \_\_\_\_\_

Role: \_\_\_\_\_

Availability: \_\_\_\_\_

12. Describe your capacity to implement the project *once it is completed*. Who would lead this project within your organization? (e.g., staff assignments, resources dedicated to implementation, board support, etc.). **100 words max**

### Eligibility and Submission:

To be eligible for consideration, the applicant must be a tax-exempt, tax deductible 501(c)(3) nonprofit organization doing business in the Helena trade area (located in Lewis & Clark, Jefferson, or Broadwater County) AND a member in good standing of the Montana Nonprofit Association. Completed applications must be emailed no later than June 30, 2010 to Patty White at MNA, [pwhite@mtnonprofit.org](mailto:pwhite@mtnonprofit.org). Mailed or faxed submissions will only be accepted for extenuating circumstances. Call Patty at 449-3717 if you have any questions about the grant program or application process.

### Project Timeline & Milestones:

June 1	Excellence in Nonprofit Communications program announced
June 30	Grant applications due
July 23	Grant finalists announced
July 30	Finalist interviews begin
Aug 20	Award winner selected, notified, and announced
Aug 31	Initial meeting with partners and award winner*
Sept 1-30	Stakeholders (partners and award winner) develop project goals, objectives and action items
Oct-Jan	Stakeholders complete action items
Mar 01	Grant projects completed
Mar 1-31	Grant participants interviewed for case study
Apr 01	One-page case study completed and uploaded to MNA website

\* A basic project timeline and tentative stakeholder meetings will be set at the Aug 31 meeting for subsequent meetings with the appropriate stakeholders. Individual stakeholders and grantee project lead will keep the rest of the group apprised of their progress on the project and work to move the process on to the next stakeholder. If timelines are not able to be met by the grantee, the project scope will be revised to ensure project completion by the March 1 deadline.



Montana Nonprofit Association



*The Excellence in Nonprofit Communications grant is a project sponsored by the above businesses and organizations in support of building the capacity of nonprofit communications in the Helena trade area.*