



Excellence in Nonprofit Communications Grant Project Partner Memorandum of Understanding

Purpose:

To showcase the positive impact that strategic printed materials and targeted communications have on furthering a nonprofit's mission and capacity.

Structure:

The annual project will be structured as an "award" program with a single nonprofit grant award winner selected as the focus for the year. The nonprofit grant award winner will work with the project partners to define a strategic communications objective(s) and target audience(s), craft key messaging tailored to the desired audience(s), create strategic and compelling printed and written material to support messaging, and develop a distribution plan for implementation. The award winner must agree to work with the partners to showcase the project on the MNA and Allegra websites and at the Montana Nonprofit Association (MNA) Annual Conference.

Partner Roles and Contributions:

The project is a collaboration between Allegra Print and Imaging of Helena, their design partners Articulink Services and Cinch Design, Gallatin Public Affairs, Mountain West Bank and the Montana Nonprofit Association. Roles and contributions include:

Gallatin Public Affairs (\$1,000). Gallatin will work with the award winner to determine strategic communication goals and objectives, define targeted audience(s), craft key messaging, and select the "type" of printed material for development or enhancement for the project. Gallatin's contribution will be 5-7 hours of client consulting.

Articulink Services (\$5,000). Articulink will manage the writing, editing, and development of written materials once the strategic plan has been determined. As projects and materials unfold, each piece or project will be reviewed and enhanced to increase response, education, and impact.

Cinch Design (\$5,000). Cinch will develop and design a comprehensive campaign to meet the goals and objectives of reaching the target market. Cinch will be a key part of formulating the plan to grow the nonprofit's audience.

Allegra Print and Imaging of Helena (\$15,000). Once goal(s), objective(s), target audience(s), key message(s), and specific materials are identified by Gallatin and the award winner, Allegra will work with the award winner, print, and distribute the printed materials to targeted audiences.

Mountain West Bank (\$2,500). Mountain West Bank will provide funding for other capacity building activities such as events, fundraisers, development efforts, and other media opportunities.

Montana Nonprofit Association (\$5,000). MNA will provide coordination of the award selection and implementation process throughout the year, develop a case study of the project which will include coordinating with the press. MNA's contribution will be staff time throughout the year.

Project Timeline and Milestones:

Aug 1	Application insert completed for MNA Annual Conference brochure
Aug 5	Website page completed, application uploaded
Aug 18	Electronic announcement sent through MNA listserv
Sep 12	Additional marketing materials completed for Allegra booth at conference
Sep 19	Selection panel recruitment completed
Sep 22-24	Promotion at MNA Annual Conference
Nov 14	Deadline for applications
Nov 19	Materials sent to selection committee
Nov 25	Committee meeting to select finalists
Dec 12	Finalists selected and interviewed
Dec 19	Award winner selected, notified, and announced
Jan 7	Initial meeting with partners and award winner
Jan 30	Gallatin consulting completed
Mar 31	Articulink, Inch & Allegra consulting and design completed
Apr 30	Printing completed
July 31	Case-study completed, announced and uploaded to MNA website
July 31	Review of program and partner commitment for the following year
July 31	Development of new application materials
Aug 1	Process repeats

Selection/Interview Committee:

- Callie Johnson and/or John MacDonald, *Gallatin Public Affairs*
- Toni Broadbent and/or Paul Rickman, *Allegra Print & Imaging*
- Lee Huber, *Cinch Design*
- Glenna Obie, *Articulink Services*
- Dick Morgan, *Mountain West Bank*

The project partners for the Excellence in Nonprofit Communications grant agree to fully participate at the level outlined in this memorandum of understanding. Upon successful review of the project by all partners, the partners agree to continued participation in the project the following year.

_____ Allegra Print & Imaging	_____ Date	_____ Articulink Services	_____ Date
_____ Cinch Design	_____ Date	_____ Gallatin Public Affairs	_____ Date
_____ Montana Nonprofit Association	_____ Date	_____ Mountain West Bank	_____ Date