

Excellence in Nonprofit Communications 2010

Grant Application

Organization Information:

Org Name: _____

Mailing Address: _____

Phone Number: _____

Web Address (if organization has a webpage): _____

Social Media Addresses (if organization uses Facebook, Twitter, other): _____

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.). If you have a communications plan, please attach and direct your response to how far along you are in its implementation. **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.). If you have a communications plan, direct your response to how your grant request fits into your communication plan. **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 for your event or organization
 - develop a communications plan for your organization
 - marketing audit
 - event planning
 - point of purchase displays
 - vehicle graphics
 - trade show booth
 - 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:

Do they have the authority to bring other people together in your organization to work on this project, to make decisions, and to ensure the organization meets all project deadlines?

10. 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:

11. 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 Oct 8, 2010 to Patty White at MNA, 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:

| | |
|---------------|---|
| Sept 1 | Excellence in Nonprofit Communications program announced |
| Oct 8 | Grant applications due |
| Oct 15 | Grant finalists announced |
| Oct 19 | Finalist interviews begin |
| Nov 1 | Award winner selected, notified, and announced |
| Nov 8 | Initial meeting with partners and award winner* |
| Nov 10-Dec 10 | Stakeholders (partners and award winner) develop project goals, objectives and action items |
| Jan-Aug | Stakeholders complete action items |
| Aug 31 | Grant projects completed |
| Aug 1-31 | Grant participants interviewed for case study |
| Sept 01 | One-page case study completed and uploaded to MNA website |

* If timelines are not able to be met by the grantee, the project scope will be revised to ensure project completion by Aug 31.



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.