

Brand On Us 2022 Application

Instructions: Please submit only the requested information. The completed document package must contain the following:

One complete original plus two complete copies of the original including the following:

- Completed application
- Copy of the organization's IRS Form 990
- Annual report
- Letter of commitment for this project signed by all board members

The application must be submitted by certified mail and **postmarked by NOVEMBER 5, 2021.**

Mail to: idgroup 300 East Intendencia Street Pensacola, Florida 32502

Or, you may hand deliver **no later than November 5, 2021 to:** idgroup, 300 East Intendencia Street Pensacola, Florida 32502.

About the Program

One deserving local not-for-profit will be chosen each year to receive—at the discretion of idgroup—either a full Brand Transformation (7 months), a Visual Identity Reboot (3-4 months), or a High Impact Campaign (3-4 months).

Yearly Category Schedule

2022 Environment, Preservation, Animal Welfare

2023 Family, Health, Wellness, Education

2024 Arts, Culture, Recreation

Brand Transformation (7-month commitment)

- Research & Analysis
- Stakeholder Dialogue Sessions (for leadership and/or organization members)
- Brand Platform and Brand Narrative
- Brand Strategy
- Name Development (only if applicable)
- Logo Development
- Letterhead, Envelope & Business Card Design
- Brochure
- Branding-Focused Television Spot
- Branding-Focused Radio Spot
- Branding-Focused Print Campaign

- Branding-Focused Outdoor Campaign
- Branding-Focused Online Campaign
- Website
- Social Media Assets

Visual Identity Reboot (3-4 month commitment)

- Small Stakeholder Dialogue Session
- Logo Development
- Letterhead, Envelope & Business Card Design
- Standard Organizational Brochure
- Website Redesign or Reskin
- Brand Standards

High Impact Campaign (Awareness or Fundraising or Call to Action) (3-4 month commitment)

- Small Stakeholder Dialogue Session
- Campaign Concepts
- Landing Page
- Print Collateral
- Production of concepts for media placement for print, tv, radio, outdoor, online (contingent on donated media)

Timeline

October 11-Call for Entries

November 5-Entry Deadline

November 19-Public Selection Opens

December 3 -Public Selection Closes

Week of January 24-Presentations

Week of January 31-Finalist Announced

Week of February 14-Finalist Telephone Interviews with Staff/Volunteers

Week of February 21-Finalist Meeting with the Organization's Board

Week of February 28-Announcement

March 7- Engagement Begins

September 30- Engagement Complete

Qualifying:

Serves Pensacola Bay Area

Under 20 employees

Small or no marketing/advertising budget

Overhead under 30% of total budget

Full support and endorsement of majority board of directors

Contingency budget of \$2,500 for miscellaneous direct costs

I. Questionnaire:

Please circle the area in which you feel your organization would benefit the most (only circle two and rank based on order of importance).

- Research & Envisioning (We need help understanding our market, our stakeholders or defining/articulating and engaging our organization in our vision and mission).
- Visual Brand Consistency & Standards (Logo, Stationery, Standards) (We need help creating consistency with our visual brand).
- General Awareness (Name recognition, Mass Media) (We need help elevating our name and telling our story to the public about our mission and impact).
- High Impact Campaign (Call to Action campaign, targeted media; i.e. "100 volunteers in 100 days, 20 registrations in 90 days, etc., 2 million dollars raised in 5 years). (We need help moving numbers or engaging our audience in a call to action campaign that results in specific returns other than general awareness).

If you selected General Awareness or Impact Campaign, is your campaign tied to a specific event (fundraising event) or occasion (anniversary)? If so, please list the event/occasion and dates.

I. SUMMARY:

Organization Name _____

Organization's Legal Name, if different _____

Executive Director _____

Chairman of Board of Directors (include term dates) _____

*Contact Person _____

Name

Office Phone

Email Address

Cell Phone

Organization's Address: _____

City

State

Zip

Certification:

Our organization and its Board of Directors authorize submission of this branding project. Our tax exempt status under IRS Section 501 (c)(3) has not been revoked or modified. We certify that to the best of our knowledge, the statements contained in this application are true, correct and complete.

Executive Director

Chair of the Board

Signature

Signature

Print Name:

Print Name:

Date:

Date:

NOTE: Executive Director and Chairman of the Board must be 2 different individuals.

II. ORGANIZATION INFORMATION

(Please attach additional pages to answer the following questions)

Name of Organization

Year Founded

Year Achieved 501 status (if different from year founded)

Brief Summary of Organization's History

Organization's Mission Statement

Geographic Area Served

Number of Directors on Board

Number of Employees full time

Number of Employees part time

Number of Directors who contributed financially to the organization in the last 12 months

III.IMPACT OF PROGRAM

As a result of this initiative, describe the impact on the organization and how that will help our community

IV. OTHER

Is there litigation pending, or threatened, against your organization? Has there been a recent judgment? If so, please give details.

V. ATTACHMENTS:

Please staple to the original and each of the two complete paper copies of the Grant Application the following:

- A list of your board members, including name, position on board, profession or affiliation, and county of residence.
- Copies of the most recent IRS Form 990 filing (including Schedule A) for the past two years
- Copies of the applicant's Annual Report (if any)
- A letter of commitment signed by all board members