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**Brand[Aid] Application 2017**

**In addition to this application, a short video appeal is strongly encouraged. Cell phone quality is perfectly acceptable.**

**Please email your completed application (along with a link to view your video appeal) to** **hello@cpsquared.com** **no later than April 14.**

1. Name of organization
2. Briefly describe your organization’s mission.
3. Briefly describe your organization’s leadership.
4. Who does your organization serve? Describe a typical client for us.
5. What geographical area do you serve?
6. Do you solicit donations? What type of donations — money, goods, time, etc.?
7. Do you solicit volunteers?
8. Do you have a current branding/identity package — logo, print materials, web, etc.? If “yes,” how long have you had it? Why is no longer working? If “no,” how do you think a new identity package will support your organization’s mission?
9. If you were asked to describe the most important overall need that your organization has, what would it be?
10. Prioritize the top five deliverables you would like to receive from Brand[Aid]
11. Is your organization amenable to change and able to make decisions quickly?
12. Who in your organization will serve as the point of contact?

**2017 Schedule**

* **March 1** – Brand[Aid] application announced
* **April 14** – Deadline for nonprofits to apply
* **May 13** – Nonprofit selected and announced at Bracket Awards Gala
* **May-June** – Discovery and upfront design work
* **June** – Brand[Aid] event to brainstorm and begin work on deliverables
* **July-September** – Complete deliverables
* **September** – “The Big Reveal” when we promote the nonprofit’s new brand