

Brand(AID)

Brand[Aid] Application 2020

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 brandaid.cp2@gmail.com no later than April 3.

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 hope to receive from Brand[Aid]. Past deliverables have included things like logo, digital assets (social media and newsletter templates), business suite (business cards, stationery), other collateral (brochures, promo items, branded tablecloth) and website. Please note that the deliverables we are able to offer depends on the skills of the individuals and businesses who volunteer their time.
 - a.
 - b.
 - c.
 - d.
 - e.

11. Is your organization amenable to change and able to make decisions quickly?

12. Who in your organization will serve as the main point of contact?

2020 Schedule

- **March 11** – Brand[Aid] application announced
- **April 3** – Deadline for nonprofits to apply
- **April 16** – Nonprofit selected and announced
- **Late April/early May** – Brand[Aid] workday event for strategy and discovery
- **May** – Logo submissions and review
- **Summer** – Production of materials
- **August** – “The Big Reveal” when we promote the nonprofit’s new brand