



## **Request for Submissions: Public Service Application 2020**

Each year the American Advertising Federation of Dubuque (AAF Dubuque) Public Service Committee selects one local non-profit organization to donate the time and talents of advertising and marketing professionals to help the organization reach its advertising/marketing goals. The selected non-profit receives marketing assistance such as logo development, design of print pieces and advertising, media planning, copywriting, etc. Club members are professionals from the tri-state area who work in the marketing and advertising industries, ranging from advertising agencies to printing companies.

The Public Service Committee is now accepting applications from non-profit organizations. If you have a public service advertising campaign in need of assistance, please fill out the following application and return by **Friday, November 13, 2020** to:

[Pat@ShootForTheMoon.com](mailto:Pat@ShootForTheMoon.com) or

**AAF Public Service Campaign**

**c/o Patrick McCullough**

10446 Ironwood Dr.

Dubuque IA 52003

Please be advised that although the time and talents of committee members is donated, AAF Dubuque will not be responsible for costs related to scheduling advertising, production, printing, or any other costs associated with the completion of the campaign. Furthermore, in order to be considered your organization must have the funds to implement the campaign within a reasonable amount of time after the campaign is completed.

Questions may be directed to Patrick McCullough, public service chair, AAF Dubuque.

Patrick McCullough

563.556.2392

pat@shootforthemoon.com



1. Applicant Information:

Organization Name:  
Contact Name:  
Address:  
Phone Number:  
Email Address:  
Organization Website:

2. Who would be responsible for making decisions regarding the advertising/marketing campaign?  
[ex. Executive director, other staff member, volunteer, board of directors, etc.]

3. When was your organization formed, and what is your mission?

4. What services does your organization offer and who is your target audience?

5. Is your organization a nonprofit group? What is its tax-exempt status with the IRS?

6. How is your organization funded?



7. Do you currently have a marketing/advertising strategy? If so, please briefly describe it.
  
8. What is the nature of the problem that you believe this advertising campaign could alleviate?
  
9. What is the overall goal that the public service campaign needs to support?
  
10. Have funds been allocated/budgeted to conduct the campaign? If so, what amount? (Please note that AAF Dubuque will not cover the cost of media placement, printing, or any other costs associated with the completion of the campaign).
  
11. Have you approached any other group or advertising agency to create advertising or related activities? If yes, please provide the name of the group or agency.
  
12. Which of the below advertising and marketing services have you utilized in the past?
  - Strategic Marketing
  - Print Collateral
  - Digital Advertising
  - Social Media
  - Media Placement
  - Web Development



13. Please select the services that you're interested in receiving from AAF Dubuque.

- Strategic Marketing
- Print Collateral
- Digital Advertising
- Social Media
- Media Placement
- Web Development

14. Additional Notes:

#### CERTIFICATION & ACCEPTANCE

I certify that statements herein are true and complete to the best of my knowledge and accept the obligation to comply with the terms and conditions if support is awarded by the AAF Dubuque. I further certify that the organization named above currently has tax-exemption under the internal revenue service code section 501 (c)(3).

I agree that my organization will be responsible for covering all costs related to media placement, printing, or any other costs associated with the completion of the campaign. I agree to recognize AAF Dubuque in any press releases, announcements and social media posts about the campaign. I understand that the AAF Dubuque reserves the right to discontinue service at any time.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_