



PUBLIC SERVICE PROJECT CALL FOR APPLICATIONS

The American Advertising Federation: Cedar Rapids - Iowa City (AAF:CRIC), is seeking applications for its 2010-2011 Public Service Project.

Since 2006, AAF:CRIC has selected one nonprofit organization and completed a public service project based on that organization's specific needs. Our goals for this project include benefiting a nonprofit in the community, providing valuable expertise in the advertising arts (writing, design, etc.) at no charge and utilizing our creative skills for a worthy cause.

To that end, the Public Service Committee is looking for projects that require creative expertise, such as logo design, brochures, ads and other print materials and/or TV and radio scripts. (Because they are an administrative need, marketing plans do not qualify.)

Attached is the application form to be completed, which is also available on www.aafcric.com. Applicants must provide proof of nonprofit status and show that their organization is exempt from Federal Income Tax under section 501(c)(3). ***The completed form must be emailed or postmarked by Wednesday, August 25, 2010, and sent to:***

Public Service Chair
Dana Engelbert
dengelbert@goodwillheartland.org
Phone (319) 331-2459

All details can be downloaded online from www.aafcric.com.



2010-2011 PUBLIC SERVICE PROJECT APPLICATION FOR CONSIDERATION

1. Indicate the full name, address and telephone of your organization and person who would act as the liaison between your organization and AAF: C.R.-I.C. Public Service Committee.
2. When, where, and for what purpose was your organization formed?
3. Is your organization a nonprofit? What is its tax exempt status with the Internal Revenue Service?
4. Does your organization have a national headquarters?
5. What services does your organization offer and who are the recipients?
6. How is your organization funded?
7. What is the nature of the problem that you believe can be alleviated with the help of public service advertising? Please document the problem, using some key statistics or other evidence.
8. What other organization(s), private or federal, presently offer public service advertisements addressing to the same problem? How does your program differ?
9. Have funds been allocated or budgeted with which to conduct a public service advertising campaign, and if so, what amount?
10. Have you made any arrangements for creation, production, reproduction or distribution to the media? 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.
11. In addition to answers requested above, please provide us with your most recent annual report, marketing/strategic plan and any other pertinent materials.

Complete and return this document to Public Service Chair Dana Engelbert at dengelbert@goodwillheartland.org, as soon as possible. For questions, contact Dana at (319) 331-2459.