



CLYDE GROUP

2020 Application for Pro Bono Representation

Applications accepted year-round

Due: Friday, December 18th, 2020 at 11:59 p.m. ET (For 2021 Consideration)

Thank you for your interest in partnering with Clyde Group. We look forward to reviewing your application and we will contact you to confirm the status of your application. Please note that your organization must have 501(c)(3) status for two years prior to applying for Pro Bono representation. If you have any questions related to the application, please contact clydeimpact@clydegroupp.com.

I. Contact Information

Organization Name	
Website URL	
Address	
Primary Contact Full Name	
Primary Contact Title	
Primary Contact Phone Number	
Primary Contact Email Address	

II. Organization Overview

1. When was the organization founded?
2. What is the organization's mission?
3. How, if at all, does your organization advance diversity, equity, and inclusion within our community??
4. List your organization's major programs and/or initiatives, and describe how those impact the community or groups you serve.
5. Which types of audiences do you most want to reach through communications/PR initiatives?
6. What would you describe as your organization's key accomplishments during the past year?



CLYDE GROUP

7. What key initiatives/goals have you identified for 2020 and 2021?
8. What is your organization's legislative agenda or focus for 2020, if applicable?
9. What is your organization's development plan, including main sources of funding (including membership, non-dues revenue, fundraising events, grants, donations, corporate sponsorships, fees, etc.)? If a single fundraising event or activity is a key source of revenue, please describe the event and how much it typically raises in a year.
10. Is the organization a part of a larger national organization? If so, please describe the relationship, especially in regard to communications/PR.
11. Would Clyde Group's pro-bono representation of your organization require approval from a Board of Directors or other governing body? Please indicate the earliest date project approval can be granted (e.g., date of next Board meeting).
12. Is your organization a 501(c)3 with a Federal Employment Identification Number (EIN) based or headquartered in the Washington, DC metro area? (Please provide the EIN)
13. What is your GuideStar rating (or other third-party ranking)?
14. What is your annual operating budget (current and projected)?

III. Current Communications Capabilities

1. Who would serve as the point person for this project and how much time can they commit to serving as a liaison? Please provide contact information. Clyde Group believes it is in everyone's interest to have a commitment from staff to work on communications with us.
2. Does the point person have communications/marketing expertise? (if so, please describe)
3. Describe your organization's biggest communications challenge.
4. Please identify your organization's top three communications needs:
 - ___ Strategy (positioning, messaging, planning, resource allocation)
 - ___ Branding (increasing awareness/visibility through visual aid - e.g. logos, brand guidelines, creative)
 - ___ Communications materials (i.e., press releases, news advisories, social media messaging)
 - ___ Media Relations (identifying and assisting with outreach to target reporters)
 - ___ Media coverage monitoring / analysis
 - ___ Media training
 - ___ Social media
 - ___ Crisis communications planning
 - ___ Event planning
 - ___ Other:



CLYDE GROUP

5. Has the organization ever worked with communications consultants on branding, key messages, media training, etc.? If so, please explain.
6. How frequently does your organization interact with the media? What kind of media coverage has been generated in the past (positive and negative)? (Please provide sample news clips or links to articles.)
7. What is your organization's social media presence?

Social Media Platform	Handle/URL	Number of Followers/Fans
Facebook		
Twitter		
Instagram		
LinkedIn:		
YouTube / Vimeo		
Other		

IV. Goals and Expectations

1. What are the primary communications priorities/goals that you would like Clyde Group to help your organization accomplish? (Please be specific and list in order of priority).
2. Please describe obstacles to accomplishing those objectives with current resources.
3. How many pro-bono hours per week do you anticipate would be required?
4. How would you define a successful relationship with Clyde Group?

V. Additional Information/Supplemental Materials

1. Please provide two external references of the organization (describe relationship).
2. Please attach your organization's most recent annual report (in PDF format) or, if you do not produce an annual report, please include your most recent donor communication(s) and financial reporting overview.
3. Please submit up to three samples of your organization's recent marketing and/or communications materials.
4. Is there any additional information that Clyde Group should consider regarding your application?