



Non-Profit Application

Thank you for your interest in the American Marketing Association's Community Outreach Program. This program exists to partner volunteers with community non-profits in an effort to positively impact your mission.

By being a part of this program, your organization has the unique opportunity to:

- Leverage the expertise of the marketing talent in your community
- Develop richer volunteer, donor, and constituent connections
- Evolve your marketing priorities

As a non-profit for this program, you will be asked to:

- Provide project groups with timely, comprehensive information about your organization and expectations
- Be responsive to the project manager when information is requested
- Be prepared for a two-year commitment to this program (1st yr = marketing consulting, 2nd yr = implementation)
- Supply a business plan for your non-profit that identifies short-term and long-term goals
- Meet all approved project deadlines
- Be the champion and voice of the project within your organization and be willing to promote change
- Be prepared to commit 5-8 hours per month to your project and be flexible to the time constraints of your volunteer team

Non-Profit Information

Date:

Organization Name:

Address:

Primary Contact:

Title:

Phone:

Email:

Mission Statement of Organization:



Non-Profit Overview

Please answer the following questions with as much detail as possible.

1. What are your business goals for the upcoming year? (For example, increase volunteers, create consistent image, develop donor relationships)
2. Where do you see your organization in 5 years?
3. Which audiences are you trying to reach? Why?
4. What audience is your main focus? Why?
5. What makes your organization unique? What can you provide to your audiences that no one else can?
6. Does your organization have resources within your organization to implement and measure the success of this marketing project?
7. How did your organization find out about this program?
8. Why is your organization interested in being a part of this program?

Please initial,

___ I agree to allow the Oregon AMA to recognize and identify my efforts as a volunteer in various AMA communication materials including, but not limited to our website and newsletter

Please return to Emily Bui, VP of Community Outreach, at emily.v.bui@gmail.com

Application deadline November 25, 2011#