



Hoosier PRSA Chapter 2018 “Day of Service: PR for Purpose”

PURPOSE

The Hoosier PRSA Chapter is pleased to provide area non-profit organizations with pro bono public relations counsel through our 2018 *Day of Service: PR for Purpose*. Currently, we’re seeking applications from area non-profit organizations that each have a public relations need or initiative* and want help addressing it. Our goal is to be an additional resource to our local community in helping nonprofits fill needs or leverage new opportunities. PR for Purpose is a one-day event that will take place on Saturday, Aug. 4, from 9 a.m. – noon ET at the Indiana Farm Bureau Insurance Assembly Halls (225 S. East St.) in Indianapolis.

APPLICATION & SELECTION

To be considered as a potential recipient of our pro bono services in 2018, applicants must demonstrate that they have 501(c) 3 status as well as a necessity for donated public relations assistance. Please complete this form and submit it by Friday, June 29, 2018. At that time, all applications will be reviewed by our Director of Advocacy and Public Service Committee, who will vote to select up to five non-profit organizations to participate. You may be contacted for additional information. The selected participants will then be recommended to the Hoosier PRSA Board of Directors for final approval – and notified by Friday, July 20.

Completed applications can be submitted by email to publicservice@prsahoosier.org. If you have questions, please contact us at that same email or by phone at 317.565.3636.

ABOUT HOOSIER PRSA

The Public Relations Society of America (PRSA) Hoosier Chapter represents public relations professionals from throughout Indiana, including employees of associations, agencies, corporations, universities, nonprofits, government and independent practitioners. With more than 350 members, it is one of the largest chapters in the United States. The chapter has won four national PRSA chapter membership incentive awards, hosted three East Central District conferences, been named the top among all chapters nationwide for management, received the PRSA Chapter Excellence Award for professional development, been cited for placing fourth for membership retention and new members, collectively won three PRSA Silver Anvil Awards — and a lot more.

CONTACT INFORMATION

Organization: _____

Contact (name, title): _____

Phone: _____ Email: _____

*Fundraising needs and initiatives do not qualify.

QUESTIONS (Please keep your answers brief, ~150 words or less if possible.)

1. Please provide your Federal Tax Identification Number (EIN), so we may verify your organization is a 501(c) 3.
2. Please briefly describe your organization, including its purpose, mission and primary audiences.
3. How many full- and part-time staff does your organization employ?
4. Please describe the public relations, communications and marketing assistance currently available to you. (Do you have a team of internal staff dedicated to these activities? If not, how are such activities handled?)
5. Do you have any public relations, communications or marketing campaigns/projects that are currently being implemented? If yes, please describe.
6. Please describe the public relations, communications or marketing need or initiative* for which you are requesting assistance.
7. Why do you need assistance with this need or initiative? What objectives can Hoosier PRSA help you accomplish?
8. What timeline does your organization have to address the need or initiative?
9. How would you define a successful “Day of Service” partnership with PRSA Hoosier?

Please select up to three of the following topics, which your organization could benefit from learning more about:

- Media relations/outreach
- Press release writing
- Social media campaigns
- Website
- Media training
- Publicity
- Strategic planning
- Measurement
- Internal communications
- Crisis communications
- Special events