**CALL FOR PROJECT PROPOSALS:**

**IABC/BC GIFT OF COMMUNICATION PROGRAM 2015/16**

Your organization is invited to apply to the BC Chapter of the International Association of Business Communicators (IABC) Gift of Communication Program for the 2015/16 season.

Each year IABC/BC offers pro bono communication services provided by small teams of our member volunteers for up to five non-profit community agencies. Agencies are selected based on their service needs and our volunteers’ expertise and availability. The goal of the program is to ensure a valuable experience for both the selected agencies and IABC/BC volunteers through delivery of a defined, tangible project over a 4-month (max) period.

**Eligibility criteria**

* Your organization must be a **registered charity or non-profit** either with headquarters in BC or with an active chapter of a larger organization.
* Your project must have a **defined need with clear goals** that align with at least one of your organization’s strategic objectives.
* To ensure success, you must have an identified **staff person** who will actively participate with the IABC volunteers as required between the months of Feb – May, based on the team’s defined scope and project plan (confirming deliverables, responsibilities and timeline).

**HOW IT WORKS:**

IABC/BC’s team of experts in communications and marketing will work on a specific project between the months of February – May 2016, based on a schedule agreed to by the lead staff person at the charity organization and the lead from the IABC volunteer team. Some projects may be set to complete over the span of the entire four months (several short meetings over longer intervals), while others may choose to complete in a shorter span (organized over 1 -2 full days to complete the entire scope of the project). All projects must be complete and presented to the charity before May 31, 2016.

Our volunteers are able to help with a variety of project types, namely to support the creation of a strategic communication plan in the following areas:

* Social media strategy
* Copywriting/editing existing communication plan, providing recommendations
* Basic non-profit marketing strategy around a specific task or initiative (e.g. Community event or fundraising campaign)
* Creation of promotional materials (e.g. sponsorship package, media kit, brochure)
* Front-end web optimization (SEO, copyediting)
* Audit or review of existing communication tool, product or channel (with a report of recommendations)
* Media relations strategy

\* *Note: Charities will be responsible for any costs associated with implementing the project provided (i.e. advertising, printing etc.). The end result from the volunteers will be a communications plan provided back to the charity for implementation where appropriate.*

**EVALUATION**

Proposals from charities will be evaluated on:

* Your identified need for communications/marketing support and feasibility in relation to IABC/BC volunteer skill sets
* Your availability to work with IABC/BC volunteers to answer questions and provide input and feedback between Feb – May 2016
* The details provided in your project proposal to IABC/BC.

**TERMS & CONDITIONS**

If IABC/BC selects my organization as a Gift of Communication participant, I understand and agree to the following:

* IABC/BC volunteers will work on my project per the defined project scope; deadline dates and project milestones to be confirmed between the volunteers and my organization.
* I have the authority to approve and implement the work designed for my organization.
* I understand that IABC/BC is donating work to my organization and as a result, I will request only minor revisions within the defined project scope.
* I agree to designate one staff person (listed as the contact in this application) to participate as required within the defined project scope. All work will be submitted electronically and hard copy where possible.
* If my project involves printed and/or advertising material, I agree that these costs are my sole responsibility, not of the volunteers and IABC/BC.
* I agree to participate in media interviews and release photos taken at appropriate times during the cycle of the project.
* I understand there will be no additional pro bono work provided by IABC/BC volunteers for this project beyond the terms outlined above and within the defined project scope.

By submitting this application, I warrant that I agree to these terms and conditions and I am fully authorized to execute this agreement on behalf of my organization

**THE APPLICATION**

Name:

Title:

Date:

**CONTACT INFORMATION**

Organization name:

Address:

Phone:

E-mail:

Website:

Organization’s contact for Gift of Communication project (name, phone # and email):

Please indicate whether this is your **first year** submitting a Gift of Communication Program submission. **YES/NO**

**ORGANIZATION PROFILE**

***What is your mission – the one thing your organization promises above all else and is never changing?***

***Are you currently working with any marketing/advertising agencies?***

***What is your geographic service area?***

***Why do you want to be a Gift of Communications participant?***

***Do you have an existing marketing/media budget?***

***Do you have any existing marketing/strategic plans?***

***Do you utilize any of the following:***

* Newsletters (e-version or paper)
* Direct mail fundraising
* Event fundraising
* Advertising
* Video
* Blogging
* Podcasts
* Social media (if so, include your account names/handles)
* Anything else?

**PROJECT DESCRIPTION**

**From the full list of possible services here are the top three projects you would like us to work on for the Gift of Communication program:**

**1)**

**2)**

**3)**

The following questions apply to the project you indicated was your **first priority**:

***Project objective: What are two or three goals that need to be achieved with this project (e.g. $$ raised, event attendance, awareness in specific communities, etc.)***

***Project promise: What is the single most important thing you want to get across?***

***Support to promise: Why should the audience believe it? What are some supporting facts?***

***What are your biggest challenges in rolling out this project?***

***Please share with us if your project has an estimated budget for deliverables that include things such as print materials, promotional products, catering costs associated to your event, etc. This will help the volunteer team be realistic with their planning.***

**TARGET AUDIENCE**

***Please identify which audiences would be affected by your project (e.g. donors, volunteers, staff, and include as much demographics as possible including, gender, geographic proximity, etc.).***

***Function: How does your organization improve your target’s life? What are the functional benefits?***

***Emotion: How does your organization touch his/her life? What are the emotional benefits?***

**SUBMISSION DETAILS**

**Completed applications should be submitted by December 11, 2015**.

Please send as an attachment to:

**Amanda Brkich, Program Manager at** [giftofcommunication@iabc.bc.ca](mailto:giftofcommunication@iabc.bc.ca) . Use the subject line: **[Your organization’s name] GoC application.**

Should you have any questions about the eligibility criteria or submitting your proposal, please contact program manager Amanda Brkich, at [giftofcommunication@iabc.bc.ca](mailto:giftofcommunication@iabc.bc.ca)

Please note: If your organization is selected as one of our participating agencies, we will contact you regarding additional follow-up information. Prior to being matched with an IABC/BC volunteer team, we will ask you to submit any current or past plans, brochures, annual publications or work samples to assist in our work development.

**Thank you so much for your application!**