



# FPRA's 17<sup>th</sup> Annual ER for PR:

One-On-One Communications Counseling Event

Thursday, May 19, 2016 / 9:00 a.m. to 11:30 a.m.

**THIS FORM IS DUE: 5:00 p.m. on Thursday, April 21, 2016**

ER for PR is free of charge for nonprofits selected.

*Lunch with a keynote speaker on the topic "Public Interest Communications to Create Positive Social Change" is available for a small fee from 11:30 a.m. - 1:00 p.m.*

## Application of Interest

Name of Nonprofit:

Contact Name:

Title:

Phone:

E-mail:

Address:

City/State/Zip:

Website:

**Please check the appropriate answers and complete the questions to the best of your ability.**

1. Are you a registered 501(c)(3) charitable organization? (**Nonprofit only**)  Yes  No

2. Do you serve a local or statewide audience?  Local  Statewide

3. Please provide your organization's mission statement and describe the services you provide.

*Mission Statement:*

*Services:*

*Number of People Served Annually:*

4. Describe the target audience you serve. This includes your potential and current members, sponsors, people you are serving in the community, etc. Demographic terms can be used, such as women between the ages of 25-60, or more vague descriptions such as school children in Tallahassee.

5. What current marketing, advertising or public relations tools are you using? (Social media, PSAs, e-newsletters, community partnerships, etc.) It's OK to say NONE!

6. What public relations resources do you presently have?

- Paid Professional Staff       Volunteer Support       Outsourcing       Other

Please describe:

7. Approximately how many times was your organization recognized in the media in the last 12 months?

Television (*includes feature stories, sound bytes and public service announcements*)

- Less than 4 times       4 – 15 times       15 or more times

Radio (*includes news stories, public service announcements and live interviews*)

- Less than 4 times       4 – 15 times       15 or more times

Newspaper (*includes feature stories, calendar announcements, etc.*)

- Less than 4 times       4 – 15 times       15 or more times

8. For what type of effort is your organization seeking guidance?

- Special Event (a special event, observance or activity)  
 Public Service (efforts aimed at educating the public or solving a problem of public concern)  
 Public Information (efforts to inform or influence target audiences through use of news media)  
 Promotional (efforts to promote, publicize, introduce or create an identity for a product, service or idea)  
 Internal (efforts to communicate with internal audiences such as employees, volunteers or members)  
 Other:

9. Please describe the efforts or event for which you are seeking guidance.

10. What is your budget for this event/effort?

11. Have you participated in ER for PR in the past two years?  Yes  No

**Supplemental Materials:**

All applicants should include any (if applicable) materials in relation to this request for assistance. Materials may include:

- Annual report
- Promotional materials: brochures, flyers, press releases, etc.
- Previous year's event materials: radio/TV PSA, promotional brochure, poster, etc.

**Conditions:**

Free One-On-One Counseling Session & Breakout Sessions: In order to participate in the one-on-one counseling session and breakout sessions the morning of ER for PR, each organization must submit a completed application and the materials above by **5:00 p.m. on April 21, 2016**. Organizations will be selected on the basis of request type and the availability of consultants with expertise in the area of need. A committee representative of FPRA Capital Chapter members will make all selections and organizations will be notified of the selections by April 29, 2016. Organizations selected will receive counseling services only during the two events for a maximum of 90 minutes on May 19, 2016. No written plan of action will be provided by FPRA as a result of the counseling session; however, organizations will receive a free tool kit with helpful tips on writing press releases, determining media sources and general public relations information. Selected organizations will be asked to submit an evaluation form regarding the counseling session within 60 days of the event/campaign completion.

**Please email the completed form and all supplemental materials to Kenneth Morgan-Schleuning at [KennethGMorgan@gmail.com](mailto:KennethGMorgan@gmail.com). He will reply to your email when he receives your information.**