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**FPRA’s 18th Annual ER for PR:**

**One-On-One Communications Counseling Event**

Thursday, July 20, 2017 / 8:30 a.m. to 11:30 a.m.

**THIS FORM IS DUE: 5:00 p.m. on Monday, June 19, 2017**

ER for PR is free of charge for nonprofits selected.

*Lunch with a keynote speaker on Cross Generational Communication 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 June 19, 2017**. 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 June 30, 2017.  Organizations selected will receive counseling services only during the two events for a maximum of 90 minutes on July 20, 2017. 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 Karen Kirksey at** [**karenykirksey@gmail.com**](mailto:karenykirksey@gmail.com) **She will reply to your email when she receives your information.**