



AMERICAN ADVERTISING FEDERATION  
**GREENVILLE**

**2017 Public Service Beneficiary Application**

The American Advertising Federation of Greenville (AAF Greenville) is comprised of members who work in advertising, and other related industry businesses (media, printing, etc.) throughout Upstate South Carolina. AAF Greenville members embrace the freedom-to-advertise principle, and seek to serve their industry and its membership through networking and socialization; addressing worthwhile causes through advertising; advancing professional standards; fostering education and advertising awareness for students, advertising professionals, elected officials and the public; defending advertising interests; protecting and promoting the industry's self-regulatory process; and recognizing creative excellence in advertising. Our members have kept us thriving for over 50 years and have made Greenville the creative haven that it is today.

One of AAF Greenville's signature programs is the annual public service initiative benefitting a local non-profit organization, and we are now accepting applications for selection of the 2017 beneficiary.

The program allows AAF Greenville to select a non-profit partner that has some marketing budget, but has limited resources to make those dollars reach far enough to be impactful. AAF Greenville has an engaged membership of marketing professionals who are willing to donate their time and services to benefit a worthy cause in our community. AAF Greenville seeks to partner with a non-profit organization that will pay AAF Greenville a one-time fee to develop and/or distribute a campaign to promote whatever need that organization is currently facing (awareness, fundraising, volunteer recruitment, event promotion, etc.). AAF Greenville secures donations from its members and their companies for the necessary tools to execute the plan (printing, media space, web design, etc.) on behalf of the non-profit organization and intends to yield the beneficiary a minimum of a 2:1 return on their investment within a 6/7-month period.

*Please note* that we are only offering strategy, development and placement of public service messages, and all media space is intended to be donated by AAF Greenville members and supporters. AAFG will not pay out of pocket for media.

There are two potential ways that this program can work, depending on the selected beneficiary's need:

*Option A: Media Only*

*Option B: Creative and Media*

To qualify for consideration, an organization must:

- *Be a registered 501(c)(3) non-profit organization*
- *Have some marketing budget that can be allocated to this program*
- *Demonstrate need for marketing assistance to reach a measurable goal*
- *Have current creative materials (if seeking the Media Only opportunity)*
- *Be willing to work collaboratively with AAF Greenville volunteers*

**All applications are due by November 29th, 2017.** The AAF Greenville public service committee will review all applications, interview the highest scoring candidates and the selected beneficiary will be notified no later than January 17, 2018. Specific details of the campaign will be determined after an evaluation of the beneficiary's marketing needs.

Please complete and submit the following application in order to be considered, and include the contact information for the person who will serve as the primary liaison between your organization and AAF Greenville's public service committee. Feel free to use additional pages as needed to answer the questions.

Please submit completed applications, and proof of your 501(c)(3) non-profit status, to:

**Autumn Nicholson**

**80 Villa Rd.**

**Greenville, SC 29615**

[anich716@gmail.com](mailto:anich716@gmail.com)

**Name of Organization:**

**Contact Person:**

**Address:**

**Phone:**

**Email:**

**Web Address:**

**When and for what purpose was your organization founded?**

**What is your tax exempt status with the Internal Revenue Service?**

**What services does your organization offer and who are the recipients?**

**How is your organization funded?**

**What is the nature of the challenge your organization hopes public service advertising will overcome? Please explain the challenge using key statistics or other evidence.**

**What will the individual (person on the street) be asked to do in your advertisement?**

**When and in what media would you like to see your public service advertising campaign launched?**

**Does your organization have a marketing budget? If yes, how much would you be willing to allocate to this public service advertising initiative, understanding that AAF Greenville intends to offer a 2:1 return on that investment?**

**Do you have current marketing materials (print ads, radio or TV commercials, website, collateral, etc.) or would you be seeking assistance with developing creative materials?**

**Why do you feel that your non-profit organization should be chosen as the beneficiary of this campaign?**