



Public Service Application

The American Advertising Federation's chapter of the Black Hills is now accepting applications for its public service program. This program is designed to assist the Black Hill's area nonprofit organizations get their message out through donated media and services. Please complete and submit this application to info@aafblackhills.org by noon on October 4, 2013

Non-Profit Group Requesting Assistance

Headquarters Address

Phone:

Website

What is your organization's mission statement?

Size of paid staff

IRS non-profit status

Contact person & Title

Phone

Email

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

Do you currently have a marketing/advertising strategy? If so, please briefly describe it.

What is the nature of the problem that you believe this advertising campaign could alleviate?

In what media would you like to see your advertising appear?

What is the overall goal that the public service advertising campaign needs to support?

When does your organization hope to launch your advertising campaign?

Have funds been allocated/budgeted to conduct the campaign? If so, what amount?

Have you approached any other group or advertising agency to create advertising or related activities? If yes, please provide the name of the group or agency.

How would your organization benefit from the support and talents of the AAF-Black Hills?

Additional notes:

PO Box 2875 • Rapid City, SD 57709 • 605.939.0347 • aafblackhills.org