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Public Service Project Assistance for Nonprofits

PRSA Richmond invites Richmond-area nonprofit organizations to apply for public relations counsel and assistance. Examples could include:

- Putting together a Media Kit (with sample news releases, talking points, social media tips)
- Creating awareness of your organization or an issue that is important to your organization
- Generating media coverage of an event

Participation by PRSA Richmond does not imply the chapter's endorsement of the project/event. Interested organizations should complete this application and include support materials that describe the organization and the type of assistance needed.

Applicants must represent a registered 501(c)(3) nonprofit organization and need public relations counsel and assistance for a specific project/event that will occur during 2010.

How to Apply

The application deadline is **April 2, 2010**. To apply, complete the following form, attach supporting documents (including any brochures or annual reports) and send to Ryan Smartt by mail, fax or e-mail.

- Mail application:
Ryan Smartt
ConnectRichmond
P.O. Box 843062
Richmond, VA 23284-3062
- Fax application: (804) 827-2166
- E-mail application:
rsmartt@connectnetwork.org
Subject line: Public Service Project Application for Nonprofits

The selected organization will be notified April 9, 2010

Questions?

Contact Ryan Smartt by calling (804) 827-2002 or by e-mail at rsmartt@connectnetwork.org.



2010 Public Service Project Application for Nonprofits

(Please feel free to use additional pages if needed)

Organization name: _____

Project contact name and title: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Define the organization, and include number of staff.

Describe the organization's need. Please be as specific as possible. (Attach any supporting information)

Name the organization's goals and what you think PRSA can provide.

Who is the target audience for this project?

What is the overall budget for your project?

Does the organization have professional public relations support? If yes, please describe roles.

How does the organization currently handle PR functions?

To what extent will the organization be able to provide support for PR needs (i.e. spokesperson for fielding media interviews, staff for an event)?

List your outcomes – what would success look like for this project?



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Additional comments:
