

our digital  gift

an annual non-profit donation and industry collaboration

# Introduction

Thank you for your interest in Our Digital Gift 2011.

Our Digital Gift is an annual non-profit donation and industry collaboration founded by designer and developer Atom Groom. Each year, Atom will select a few graphic design and web development professionals to collaborate on the Digital Gift. Before selections are made, the non-profit will be selected first to ensure the talent behind the project is the right fit.

Each year, the goal of Our Digital Gift is to provide small non-profit organizations with the opportunity to have a brand package designed as well as a web site developed. We recognize that these small, core, non-profits cannot afford professional design and development services. We know the importance of having a professionally design brand and how it positively impacts your organization on many levels.

Aside from your brand development, identity system and website, we also focus our efforts on helping your team market the organization. We help you with writing strong content within your content management system and we help you develop a strong social media presence.

We feel very strongly about the positive impact that non-profits make in our communities locally, nationally and world wide. We know the importance of supporting these organizations and helping them succeed. It is our main focus to donate our time and talents to giving back to those that give so much.

# Eligibility

Our Digital Gift applicants should meet the following criteria in order to be considered

- nonprofit, tax-exempt 501(c)(3), U.S. organizations or a fiscal agent with such status
- the non-profit organization must exist within 100 miles of Northwest Indiana or Chicagoland
- annual budgets must be between \$5k and \$20k

Please submit your application by April 1, 2011

# Application Submission

The Our Digital Gift non-profit application is an electronic form allowing you to complete the application process on your computer and later return via e-mail.

Please follow these steps in order to complete the application successfully:

- download the form to your computer and save it
- open the PDF from your computer using latest free version of Adobe Acrobat
- begin completing the application making sure to leave no areas blank
- when finished, print the file, and close Adobe Acrobat
- scan and attach your completed application to a new e-mail to [info@ourdigitalgift.com](mailto:info@ourdigitalgift.com)

# Application Form

Name of Organization:

President's Full Name:

Address:

Main Contact Name:

Title:

Phone:

E-mail:

Is the organization an IRS 501(C)(3) Non-Profit?    Yes     No

Total number of staffed employees:

Full-Time:

Part-Time:

Total number of:

Board Members:

Volunteers:

Annual Marketing Budget:

Fiscal Year End Date:

# Application Form (cont.)

Please summarize your last two years budgets:

Please describe your organization's mission, overall programs and activities, and include a brief summary of your history, goals, and major achievements.

## Application Form (cont.)

In order to know more about what you need and why you need it. Please detail in essay form, why our donation would help your organization by addressing a of the following topics (on the next three pages of this document).

- Please describe the services that you seek and the goals and objectives such services would help your organization achieve.
- If you were awarded Our Digital Gift, please describe your future plan for sustaining our efforts in the coming years.
- Please list the major goals of your organization's strategic plan
- Please detail how much of your annual budget is provided by individual donors? By other foundations? Other sources?
- Do you have a fund-raising event strategy? How many people attend? How much revenue do these events generate?
- Describe the community or regional need(s) and/or challenges that this effort will address.
- Identify organizations that you work with to address to support your overall mission.
- Please describe why you feel your organization is the right candidate for our gift.
- Please describe what makes your organization unique and special.







# Application Checklist

Please ensure you have all necessary documents listed below in a format that allows you to e-mail them to us. If you do not, your application cannot be accepted.

- completed application form
- essay, with any supporting documents
- samples of your existing marketing materials
- letter stating 501(c)(3) tax-exempt status

Thank you, we look forward to your application!

