

**AWARD CRITERIA**

1. Recipients must prove 501c3 status and do work that is high impact in Washington State.
2. Work must fall within the 2018 calendar year.
3. Recipients must be requesting significant work, between \$25,000 and \$50,000 in service hours. Excellent projects for this grant program might include one of the following:
  - Branding (logo, business suite, core collateral)
  - Event suites for large fundraisers (invitations, signage, advertising)
  - A general awareness advertising campaign (television or outdoor and print)
  - Website or other digital design
4. The grant recipient must agree that Rusty George Creative has full creative control within the following work process: developing a mutually agreeable scope of work with the client, developing a creative brief with the client, presenting up to three conceptual directions from which the client may select one and fully executing the concept per the scope of work.
5. Rusty George Creative will retain ownership of the native artwork used in the creation of the project. This work includes preliminary concepts, sketches, native files, etc.
6. "Designed by" credit with the Rusty George Creative logo will appear as appropriate on materials created within the scope of work.
7. Please note that this grant is for creative work only, which includes concept development, copywriting, design, preparing files for production and the corresponding management time for these functions included limited research. This grant does not include production (printing, television or radio studio time, media buying, etc.) or third-party expenses such as stock photography or photo shoots, mileage, materials like museum board, or the cost of media and media planning. Rusty George Creative is happy to recommend vendors for production but will not ask for donations on behalf of grant recipients.

**SUBMITTAL INSTRUCTIONS**

1. Please review the grant application requirements and make sure all information is included in as outlined in your proposal.
2. Direct any questions about this grant to [info@rustygeorge.com](mailto:info@rustygeorge.com).
3. Submit one hard of your proposal to:  
Rusty George Creative  
732 Broadway, Suite 302  
Tacoma, WA 98402
4. If available, include examples of your organization's existing brand such as brochures and advertising.
5. The deadline for submittal is 5pm on October 31, 2017. Late applications will not be considered.
6. Rusty George Creative will announce the grant recipients in November 2017.

## **GRANT APPLICATION**

Please provide the following information in this order and limit your response to six pages, plus attachments.

### **LETTER OF SUBMITTAL**

Please include the following information in a signed and dated letter of submittal.

1. Legal name of organization
2. IRS 501(c)(3) nonprofit status (Please attach copy of designation)
3. Federal ID number
4. Address, telephone number, fax number and web address
5. Name of Executive Director
6. Name of Board President
7. Name and title of contact person (please select one person who we will directly work with)
8. Email address of contact person
9. Organization's mission (brief summary, about two sentences)
10. Organization's target population (who you serve in the community)
11. Summarize the services requested in your proposal and the strategic purposes of these services (brief summary, about two sentences).
12. Why we should select your non-profit

### **APPLICATION NARRATIVE**

Please tell us about your organization and what you hope to accomplish with a Rusty George Creative grant.

#### **I. Organization Details**

1. Mission statement (plus vision and positioning statements if available)
2. Brief summary of organization's history.
3. Description of current programs, activities, service statistics and accomplishments (highlighting the past year), including what makes your organization unique.
4. A brief situation analysis indicating current marketing opportunities and challenges.

#### **II. Requested Services**

1. List the specific services (scope of work) requested under the Rusty George Creative grant.
2. Indicate the goals or desired outcomes of the scope of work.
3. Propose a timeline for the scope of work, with all work being accomplished in 2010.
4. Indicate any potential partners who may collaborate to accomplish the scope of work (parent organization, associations, etc.).

#### **III. Impact of Services**

1. How will the scope of work impact your organization's target population?
2. How will you measure the results?
3. How will these results be announced or publicized? Please note how Rusty George Creative can participate in celebrating our success together (presence at an event, etc.).
4. How do you plan to sustain the project after our service period has expired?

### **SUPPORTING MATERIAL**

We recommend you include any of the following or similar information you may have as attachments to your application.

1. Letters of support
2. Recent reviews or articles about your organization.
3. Current branding and marketing materials of your organization.
4. Relevant excerpt from your strategic plan or other guiding documents.
5. Marketing plan (if you have one).