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Request for Proposal for Non-Profits

Selection Criteria

When reviewing submissions from non-profit or charitable organizations, we judge the appropriateness of each application based on a number of criteria. They are evaluated on the following:

1. Value of the student learning experience.
2. Appropriateness of the campaign in terms of scale, content, required resources and timing considerations.
3. Alignment with the multi-disciplinary AGENCY mandate.
4. Alignment with Mohawk College priorities.
5. Integration with current curriculum and the academic year.
6. Potential for future student job placements, field placements or internship opportunities.

With all selected campaigns, students are required to perform under close faculty supervision to meet or exceed the stated objectives of the client. Applicants should understand that the services provided are rendered to the highest standards but should not be construed as that of independent commercial enterprises.

**Successful applicants must commit to making themselves readily available to student teams during the course of their project to ensure effective communications and that relevant deadlines can be met.**



Application

Please complete the following with as much detail as possible to provide a clear understanding of your organization and its marketing communications needs.

**Date:**

**Company Name:**

**Representative Contact Information:**

Name:

Phone:

Email:

Web:

Address:

**Organization Profile:** (please provide detailed information)

Does your organization employ full-time staff or is it operated on a volunteer basis?

What is the mandate of your organization?

What community do you serve?

What are your specific communications goals, short term and long term?

What are the most important challenges you face as a non-profit organization?

State the reasons why your organization requires marketing communications support.

Does your organization have access to any in-house marketing communications support or expertise?

What have you done to date to promote your organization?



**Services Requested:**

(please select the services you think you require)

* Market Research
* Marketing Plan
* Marketing Communications Strategy
* Brand Development
* Advertising Strategy
* Public Relations Strategy
* Web Development
* App Development
* Social Media Strategy
* Broadcast Production
* Photography
* Graphic Design
* Business Plan
* Business Analysis
* Animation
* Journalism
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Specific Marketing Communications Campaign Information:**

Campaign Description:

Campaign Objectives:

Background Information:

Target Audience or Market:

Competitive Considerations:

Desired Outcome:

Budget:

Critical Dates:

Campaign Deadline(s):