

Gratis Marketing Plan Application



Anchor is currently accepting applicants for a pro bono marketing plan. Applicants must be 501(c)(3) nonprofit organizations. To apply, please fill out the following application. Your answers to these questions will allow us to choose the best candidate by understanding the opportunities and challenges you face. **Please mail the completed application to: Anchor Marketing, 2726 17th Ave. S., Grand Forks, ND 58201 by Friday, July 16, 2010.** If you have any questions, please email them to planning@anchorwebsite.com. If you need additional space for your responses, please use the bottom of the application.

1. Today's Date: _____
2. Your Name(s): _____
3. Primary Contact (if different): _____
4. Name of Organization: _____
5. Organization's Web Address (URL): _____
6. What is your organization's mission? _____

7. Describe the services or products your organization provides: _____

8. Who are your customers or clients? _____

9. What is your profit history/goal? _____

10. Who do you compete with for funding/donations? _____

11. How do your services compare to those of other nonprofit organizations (e.g. price, quality, features/benefits, name recognition, etc.)? _____

12. What challenge(s) do you need our help with (e.g. public relations, collateral materials, brand awareness, web development, etc.)? _____

13. How are you currently marketing your services to your customers and prospective customers (e.g. retail, direct mail, advertisements, etc.)? _____

14. Do you currently have a marketing plan in place? If so, tell us what kinds of things it includes. You may also attach a copy if you believe it will be beneficial.

15. Is there anything else that you feel will help us to understand your organization?

