



# APPLICATION FOR 2012 FOOTPRINT FUND

PLEASE PROVIDE A DETAILED APPLICATION FOR CONSIDERATION.

**Organization** \_\_\_\_\_  
**Address** \_\_\_\_\_  
**City** \_\_\_\_\_ **Postal Code** \_\_\_\_\_  
**Primary contact** \_\_\_\_\_  
**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_  
**Your website:** \_\_\_\_\_

**Years organization has been in existence** \_\_\_\_\_

**Primary purpose of organization.** *Tell us what your organization does? What is your mission statement? Who do you serve?*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What are you applying for?** *Award recipients are selected based upon how the marketing and print services will be used to further the organization's goals. Review the categories below and submit your application for the appropriate category. If you have multiple requests under different categories, go ahead and fill in more than one category. They will be considered separately.*

## FOOTPRINT FUND CATEGORY

**Service expansion** – Use of services to contribute to expanding an organization's awareness or existing service projects. *How can we help you to grow?*

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Program enhancements** – Use of services to promote new programs or projects. *How can we help you to enhance something new?*

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\_\_\_\_\_  
\_\_\_\_\_

**Leveraged efforts** – Use of services to increase the impact of other existing resources. *How can we help to expand your current communications efforts?*

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**BRANDBUILDER CATEGORY**

Our innovative Brand Builder™ program helps non-profit organizations develop a blueprint for success, by clearly defining and differentiating their organization and developing a strategy to propel the brand forward. We will help you to DEFINE your organization, DIFFERENTIATE you from your competition, and GO with a marketing strategy that is executable and measurable with complete support from your Allegra marketing services team.

Is this something that your organization would benefit from? This is a premium category, with a value up to \$3500. We encourage applicants to review their marketing initiatives, and if you feel that you would benefit from a marketing strategy, tell us about your organization a bit more here, and where you are struggling.

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Check the box that applies to your organization:

Your organization has a communications budget of \$5000 in order to execute the Brand Builder plan with their Allegra marketing services team.

Your organization has no communications budget and will need fundraising activities to be included in the Brand Builder marketing strategy in order to optimize the Brand Builder plan.

Certification: I certify that the information contained in this application is true and correct to the best of my knowledge, and that I have the authority to request funds for the organization named above.

Name \_\_\_\_\_

Title/position within organization \_\_\_\_\_