



2017 Ad Up Nonprofit Application

The 4th Annual Ad Up Hawaii presented by Kaiser Permanente will be on Saturday, October 14th at The Box Jelly in Kakaako. Six teams of Hawaii's top marketing and communications professionals will be paired with a nonprofit, each having eight hours to develop a custom marketing campaign.

Participating nonprofits will have a chance to win a free campaign and \$5,000 from HEI to help implement it. To help us help you, please take a moment to complete this application with as much detail as possible. Your application may be submitted online or emailed to apply@aduphawaii.com.

Application Deadline: September 1, 2017

If selected, nonprofits will be notified on September 22, 2017

Event Day: Saturday, October 14, 2017

(Executive Director and all decision makers must be present for the entire day)

Questions about the application?

Join us at our Ad Up informational session on Wednesday, August 2, 2017 at Chinese Chamber of Commerce (8 S. King St., Ste. 201) from 11:30am-1:00pm.

Required*

Email Address*

Executive Director *

(First & Last Name, Email & Phone)

Alternate Contact *

(First & Last Name, Email & Phone)

Website *

List all of your current social media links and profiles. *

(Such as Facebook, LinkedIn, Instagram and Twitter. If you do not have any, write "None")

What is the mission of your organization? *

(in 2 or 3 sentences)

Mission, Vision & Background Information

1) Describe the essential purpose of your organization. *

(in 2 or 3 sentences)

2) When was your organization founded? *

Example: December 15, 2012

3) Who founded the organization, and why? *

4) Is your organization a part of a national or international affiliation such as a chapter of the Boys and Girls Club, YMCA etc.? *

Mark only one oval.

Yes

No

5) Who is your target audience and why? *

6) What message does your organization wish to convey? *

7) How would you define the personality of your organization? *

8) List 1 to 3 unique facts about your organization and its community impact. *
(e.g. "We reach 10,000 children per month with our programs.")

Ad Up Campaign for Business Community Engagement and Increased Clients/Patrons

9) What are the most important objectives you have for this campaign? *

10) What needs to happen for you to feel that this campaign is a success? *

11) What metrics can we use to measure the success of this campaign? *

List any ideas, your team of marketing professionals will work this through with you as well.

Team

12) How many employees (including yourself) do you have in your organization? *

13) Do you currently have a department, staff member, consultant, or volunteer who handles your organization's marketing, communications, and public relations? If yes, list everyone involved below and include their roles and responsibilities. *

Current Marketing Efforts & Overview

14) What is the current perception of your organization? *

15) What are your current marketing goals? *

16) How does your organization hope to benefit from its involvement in Ad Up Hawaii? *

17) Do you have an existing photo/video/film library? If so, how extensive is it? How is it stored and accessed?

18) Is your organization currently running any advertising in broadcast print or radio media? If so, list the TV station, radio station or publication.

19) Do you know of any publications or broadcast media that would grant you space to run your ads? If so, list them here.

20) Do you have any contacts with editors, photographers, typesetters, or printers who would be willing to donate their service? If so, list them here.

Competitive Analysis

21) What other organizations in Hawaii perform duties similar to your organization? How or why is your organization different?

Compliance / Legal

22) Has your organization been involved in any past legal infractions? Any allegations filed against your organization?


(We ask this to ascertain if any of these need to be addressed. Your answer will not affect your eligibility for participation.)

23) Are there any legal requirements that must be included in your ads?

Governance

24) What is the approval process to publicly launch any campaign developed through your involvement in Ad Up Hawaii?

25) Do you have a Board of Directors? If so, include their names below.

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