



### MISSION

At Casella Creative, a core value of our work is creating success by nurturing our community. Services may include: Identity development, marketing collateral and web design.

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### GUIDELINES

The Casella Creative will select one nonprofit and work in partnership with that organization, as a client, to assess need and provide pre-determined services. The total value of services will not exceed \$25,000.00. All out-of-pocket expenses authorized by the nonprofit partner will be billed directly. We do not award cash grants. The scope of the project will be based on the availability of the firm's resources, as dictated by work-load and production schedules. A formal contract, outlining the scope of work, will be provided to the nonprofit partner prior to commission of the project.

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### APPLICATION REQUIREMENTS

1. Cover sheet
  2. Answer core questions below in detail. (one sentence answers will not be accepted )
  3. Completed application checklist
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### CORE QUESTIONS

1. What are the specific projects for which you seek services from Casella Creative?
  2. What goals do you hope to achieve as a result of this work?
  3. How will you measure the success of these goals?
  4. How will you communicate the results? To whom?
  5. Who will direct and manage this process throughout the course of the project?
  6. Who will support the continuum of the organization's marketing efforts after
  7. Have you worked with design services before?
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## APPLICATION CHECKLIST

- 1. Coversheet
- 2. Core Questions
- 3. A brief history of the organization
- 4. A mission statement
- 5. An outline of the geographic service area
- 6. A client profile
- 7. An employee profile, including total number,
- 8. Roster of the Board of Directors
- 9. Financial information for previous fiscal year,
- 10. Confirmation of 501(c)3 status
- 11. Samples of current marketing materials

**All supporting materials must be typewritten. Applications that are incomplete will be disqualified.**

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**SUBMISSION** mail to:

**Casella Creative**

Attn: Pro Bono

P.O.Box 7431

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