

# GRAPHIC DESIGN GRANT 2007

RAINY DAY DESIGNS

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**Completed application is due by 5pm on February 16th, 2007.**

Graphic Design Grant  
Rainy Day Designs  
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## INTRODUCTION AND OPPORTUNITY INFORMATION

Thank you for your interest in the Rainy Day Designs Graphic Design Grant 2007.

Each year Rainy Day Designs is approached to help local organizations create event materials or ad campaigns on a pro bono basis. While we have appreciated the opportunity to give back to local community non-profits in this manner, we realized we could better serve them by choosing instead to direct our energy to a more lasting impact for a single organization. Non-profits often don't have the budget or manpower to focus on refining their brand, marketing efforts or collateral design. This grant was established in response to assist small non-profit institutions in the Roaring Fork Valley take the first steps towards more strategic marketing and design initiatives.

**The Rainy Day Designs Graphic Design Grant 2007 will award one non-profit organization the chance to work with Rainy Day Design's experienced staff to effectively identify and implement the best marketing strategies and materials for their particular organization.**

- participation in our Rainy Day Session to gather all background and future position
- establish and formalize a strategic marketing plan
- redesign identity and associated materials (business cards, letterhead, etc.)
- redesign of marketing collateral, including brochures and newsletter
- redesign of the organization's Web site (architecture billed)
- create advertising for event, advocacy and services campaigns
- establish relationships with outside vendors for printing and other services
- create branding standards guide for long-term consistency

## ABOUT RAINY DAY DESIGNS

Rainy Day Designs is a small design studio in Carbondale bustling with creative talent . We specialize in helping clients build business through unique and effective strategies and design that can extend through various media. Our clients include corporations, non-profits, and small businesses across multiple industries. We strive to provide distinctive perspective and thoughtful plans for lasting impact.

Each project is founded on sound reasoning and a solid understanding of the individual nature of the product. Intelligence, connection, and continuity guide every level of our design work. Great design requires a thoughtful plan, which is why each project begins with our Rainy Day Session. From research to application, our strategic method ensures each innovative design successfully hits its intended target.

### **Our process:**

1. Rainy Day Session

All key members meet to converse on the who, what and why.

2. Collaboration

Develop and assign design plan. External focus. Seek varying perspectives.

3. Design

Concept translation. Visual fundamentals. Brand activation.

4. Application

Memorize, target, aim and mesmerize.

## ELIGIBILITY AND AWARD INFORMATION

### **Grant applicants must meet the following criteria:**

- non-profit, tax-exempt 501(c)(3), U.S. organizations or a fiscal agent with such status; units of state or local government; or federally-recognized tribal communities or tribes may apply
- the organization must exist within the Roaring Fork Valley, Glenwood to Aspen
- overall annual budgets not to exceed \$750k

### **Award information**

- the award will be granted by March 2, 2007, and the Rainy Day Session will be set before March 16 of 2007
- only one award will be given per year
- outside service expenses such as advertising, printing, web hosting, etc. are the responsibility of the organization

## APPLICATION FORM

Date \_\_\_\_\_

Executive director \_\_\_\_\_

Address \_\_\_\_\_

Contact person \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

IRS 501(c)(3) non-profit? (Please circle)    yes    no

If no, please identify your fiscal agent: \_\_\_\_\_

Tax ID# \_\_\_\_\_

Total number of staff:    full-time \_\_\_\_\_    part-time \_\_\_\_\_

Total number of board members: \_\_\_\_\_    Total number of volunteers: \_\_\_\_\_

Do you have any marketing, design or communications staff? (Please circle)    yes    no

If yes, please give a detailed job description on a separate sheet of paper.

Total annual organizational budget: \$ \_\_\_\_\_    Fiscal Year Ends \_\_\_\_\_

Total amount raised for 2006 : \$ \_\_\_\_\_

Please include the last 2 years' detailed budgets on a separate sheet of paper.

On a separate sheet of paper please state your organization's mission, provide information about your organization's overall programs and activities, and include a brief summary of your organization's history, goals, and key achievements.

legal name of organization.

## APPLICATION NARRATIVE

We want to know what you need and why you need it. Please express in narrative form, of no more than 4 pages, why this grant would help your organization by addressing a minimum of 5 of the following topics. You **must** answer the topics in bold.

- **Please describe the services that you seek and the goals and objectives such services would help your organization achieve.**
- **If you were awarded this grant, please describe your future plan for sustaining this effort.**
- Who are your staff and volunteers and what are their qualifications?
- List the organization's target population, constituents, and geographic communities served.
- Describe the community or regional need(s) and/or challenges that this effort will address. What is the level and nature of involvement of the community-at-large?
- If you have any upcoming projects that this grant could support, please describe them and the ways this grant would be beneficial.
- If applicable, identify organizations that you collaborate with to address the issue(s) in this proposal.
- Define your criteria for success of the project. State how you will measure your success in the short-term and in the long-term. What tool(s) will be used to evaluate your success? What is your strategy for implementing the evaluation process?

## SUBMISSION GUIDELINES

Please ensure you have all necessary documents listed below. If you do not, your application will not be accepted.

- completed application form
- narrative essay, with any necessary supporting documentation
- samples of existing marketing materials, particularly those that you are needing to redesign
- existing marketing plan, including a detailed budget outlining all income and expenses
- letter stating 501(c)(3) tax-exempt status for you or your fiscal agent
- detailed job description(s) for any marketing, design or communication staff
- 2 previous years' detailed budgets
- absolutely no faxed, emailed, or late applications will be accepted

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