



ONE FOOT OVER FOR GOOD

Criteria And Application Questions

Criteria

- You must be a registered 501(c)(3) nonprofit, preferably in the Houston metro area, and a cause that we can feel passionate about
- A final decision maker must be committed to attend at least one meeting per month and agree to provide sufficient and appropriate resources available to us during our engagement
- You must have two or three defined marketing projects that you need help with

Application Questions

Due February 1 at midnight

Organization Name

Contact Name

Email

Address

Phone number

Website

Mission

Is your organization listed as a 501(c)3? Yes or No

What year was your organization founded?

Where is your organization headquartered?

What is your service area?

Does your organization provide direct services or is it an association/coalition?

What is your annual operating budget?

What is your annual marketing budget?



Did your organization budget for advertising/marketing this year?

Is your organization currently working or planning to work with any other marketing agency on a pro bono or paid basis?

Is your organization working with any type of paid design/branding consultant?

Do you have any existing or potential arrangements with vendors who may be willing to produce materials, provide HTML programming and/or provide media space for you?

What are your organization's goals for the year?

What's your biggest marketing challenge?

Please describe in detail the organizational objective you believe a new marketing strategy and/or marketing projects need to support. For example, what is the issue that needs to be addressed?

List the marketing projects, in order of priority, that you would like us to consider to support this objective. Examples of projects that could be considered are marketing strategy/plans, online advertising, web design, email newsletters, and social media programs. Complete the specific information for each project as indicated. Please feel free to add pages to provide additional information.

Project 1
Description
Objective(s)
Specific measurable goal(s) you're hoping to achieve
Other supporting documentation

Project 2
Description
Objective(s)
Specific measurable goal(s) you're hoping to achieve
Other supporting documentation

Project 3
Description
Objective(s)
Specific measurable goal(s) you're hoping to achieve



Other supporting documentation

Do you have any specific timing requirements for the work requested? Are the projects tied to a specific event or does it need to coincide with other planned strategic initiatives?

Please describe the resources your organization might have to execute and/or manage the type of work requested, post-engagement. For example, do you have a marketing/communications director or someone else on staff who can coordinate printing? Web development? Email marketing? Social media tactics?

Are your team and board members fully supportive of having this work done?

If selected, will you have one final decision maker that will be empowered to make decisions as needed?

If you don't get chosen, how will you reach your goal?

Project Assumptions

If selected as a pro bono client, you understand and agree to the following:

To keep projects on track, you agree to communicate regularly with us and provide us with timely feedback (within one business day).

Your designated Client Contact has or can easily obtain any Resources (defined below) reasonably requested by One Foot Over, and has the authority to make decisions on behalf of your organization and approve direction of the project.

You agree to make sufficient and appropriate Resources available to us during the project. "Resources" includes, but is not limited to, access to relevant personnel if necessary; your current Client Materials (as defined in the Marketing Services Agreement and specifically including logo, collateral, and relevant organizational information), whether in hard copy, digital format, or online; and reasonable access to your systems.

If you have any questions, please contact us via good@getonefootover.com.

Ready to Submit?

[Let's do this.](#)