



AD2SF Public Service Client Application

General Information of Organization:

Organization Name: _____

Website: _____

Year Established: _____ Area Served: _____

Email: _____ Business Number: (____) _____ - _____

Address: _____ Unit No: _____

City: _____ Zip Code: _____

Board Members:

Primary Point of Contact's Information:

Name: _____ Title: _____

Email: _____ Direct Number: (____) _____ - _____

Preferred Method of Communication Email Phone Call Text

Organization Information:

What type of service does your organization provide and who are the recipients? Please briefly describe your organization.

When and why was your organization founded?

Who are your top competitors?

Are there any other organizations (non-profit or not) in the Bay Area that provide similar services? If yes, please list name and how.

What are your competitive advantages?

Describe your strengths and weaknesses as an organization and the services you provide.

Tax Status -- *What is your tax-exempt status within the Internal Revenue Service?*

How is the organization funded?

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

Has the organization been involved in any past legal infractions? If yes, when and please explain.

Have there been any allegations filed against your organization? If yes, when and please explain.

Does your organization have a board of directors? If yes, please list names and roles.

What is the nature of the problem you believe advertising or marketing can help?

What marketing services does your organization need most?

What results are you hoping to achieve with marketing or advertising? What message do you wish to portray?

Have funds or a budget been allocated for public service advertising/marketing? If so, what amount?

Are there any legal requirements in regards to advertising that must be adhered to?

Is your organization currently running any advertising? If yes, please describe campaign, media placement, publications, and success so far.

Have you launched advertising or marketing campaigns in the past? If yes, please provide dates, describe campaign, media placement, publications, and outcome.

Does your organization have a marketing/communications/public relations department? or an employee/volunteer handling these efforts? If yes, please list name, roles, and responsibilities.

Who is your target audience? For what reasons are they your target audience?

What is the current public perception of the organization?

What would you like the public perception of the organization to be?

How much creative flexibility are you open to?

Do you have contacts with editors/photographers/typesetters/printers who would be willing to donate their services?

Do you currently have any media outlets that are willing to donate their time and space?

Does the organization have an extensive photo/film/view library? Please explain.

Is there any other information you would like to provide that you think is important?

Please list any other additional comments, questions, or concerns: