



**PRSA Nebraska | Community Service
Application for Public Relations and Communications Assistance**

Applications must be emailed by 11:59p CST Friday, March 29, 2019.

Please mail or email applications to:
Randa Zalman, Canary & Coal
randa@canaryandcoal.com

Date application submitted: ___/___/___

Does your organization hold a 501-c(3) non-profit status? Yes _____ No _____
Does your organization have any prior connection / affiliation to PRSA Nebraska? Yes _____ No _____

Organization Name:
Organization Website:
Organization Address:
Organization Phone Number:

Contact Person:
Contact Title:
Contact Email:
Contact Phone Number:

Please explain why your organization should receive public relations/marketing support from PRSA Nebraska:

Description of Organizational Public Relations/Marketing Needs:

Public Relations/Marketing Goals for 2019:

Project Event/Campaign Timeframe (Key dates to consider, etc.)

Number of organizational staff volunteers needed for this project/event: _____

What is your current budget for print, online or broadcast materials? (Brochures, PSAs, etc.)

Are you affiliated with any larger organizations or agencies? Yes _____ No _____

If so, please list:

What is the geographic reach of this project?

- Omaha
- Douglas County
- Statewide
- National
- Omaha Metro (Sarpy County, Pottawattamie County)

How can PRSA Nebraska help your organization achieve its goals? (Attach additional sheet of paper, if needed)

Please indicate which of the following items are priorities for the year and/or which items you are looking for PRSA Nebraska to provide volunteer assistance with:

___ Develop an integrated marketing/public relations/communications/social media strategic plan

___ Develop an integrated marketing/public relations strategic plan to execute a specific event or special project

___ Develop key messages and/or brand narrative for the organization or a specific event

___ Create content suggestions for printed/online assets and/or website/blog

___ Plan content/design revisions and/or updates for organization's website

___ Create media kit to be used for any news event

___ Conduct media outreach for program or event (ex. Targeted media pitches)

___ Conduct social media audit, develop a strategy for social media presence and provide content suggestions

___ Help find cost-effective sources for website development and/or printing resource

___ Develop an e-communications strategy for sending out newsletters and other organizational announcements

___ Brainstorm ideas for TV and radio Public Service Announcements (PSA) and develop scripts

___ Develop content marketing strategy/including assistance with blog launch

___ Other: please define alternate needs/priorities in the space below.
