

# **BOOMERANG SOCIETY**

## **2009 Pro Bono Request for Proposal**

Thank you for your interest in Capstrat's Boomerang Society.

Our mission is to positively influence our community and foster an atmosphere of volunteerism by helping nonprofit organizations achieve their communications-related goals. We appreciate your commitment to the community and your interest in our assistance.

### **What does it mean to be the 2009 Capstrat Boomerang Society pro bono client?**

The Capstrat Boomerang Society's pro bono team (led by a Capstrat account executive or project coordinator) is allotted 150 hours of Capstrat professional time to complete project(s) for our pro bono client over the course of the 2009 calendar year. Capstrat will work with the pro bono client to determine what projects/communications needs can be completed in the allotted time. Capstrat will not cover printing or other hard costs associated with pro bono projects.

To help you think through your communications needs, here is a list of some of Capstrat's areas of expertise: public relations/internal and external communications, public affairs, event management, crisis communications, media training, media relations, graphic design, Web site development and marketing communications.

Criteria considered when making final decisions include but are not limited to:

- Group sponsored by a Capstrat employee.
- Previous involvement with Capstrat.
- Received donation from Capstrat in the past.
- Location in the Southeast.
- Affiliation with Capstrat or Capstrat clients.

Please make efforts to include these criteria in your response, if applicable.

### **Our application process**

Our application process is threefold. First, all applicants are required to fill out and submit our Request for Proposal (RFP). Second, our Boomerang members narrow down the applicants to five finalist organizations based on the applications received. Then, we invite the five finalists to come to one of our monthly meetings to give a 10-minute brief background on their organization and their communications needs. If you have any questions about this process, you can contact Anna Prince at 919.882.1923 or [aprince@capstrat.com](mailto:aprince@capstrat.com), or Claire Dorrier at (919) 882-1921 or [cdorrier@capstrat.com](mailto:cdorrier@capstrat.com).

Completed RFPs are due at 5 p.m. on **Monday, Dec. 1, 2008**, to [boomerangsociety@capstrat.com](mailto:boomerangsociety@capstrat.com) or faxed to 919.834.7959 to Anna or Claire's attention. The committee will meet on Dec. 4 to select the five finalists for its 2009 pro bono client. Finalists may be required to provide references and come to the Dec. 11 meeting for a brief Q&A session. The Boomerang Society intends to make a final decision no later than Dec. 18.

## **2009 PRO-BONO REQUEST FOR PROPOSAL**

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If additional space is needed to respond,  
please attach pages or documents to this application.

**Date:**

**Nonprofit (501c3) organization name:**

**Organization address:**

**Web site:**

**Primary contact:**

**Phone:**

**E-mail:**

**Capstrat Sponsor:**

*(Note: It is not necessary to have a Capstrat employee sponsor to apply.)*

**Years in local operation:**

**Current operating status of organization (new/active/rebuilding):**

**What is your annual budget?**

*\*Please limit responses below to 2-3 sentences.*

**Provide a brief description of your organization.**

**Where would you like to see your organization in five years?**

**What is the single biggest challenge your organization will face this year?**

**How do you measure the impact you have on the North Carolina or Southeastern US community?**

**Organization proposed project objective:**

**Estimated scope of work:**

*To help us better understand your needs, please rank your estimated scope of work/projects by areas of top priority, with number one being the most important to achieving your organization's communications needs.*

**Please prioritize all the services that apply to the scope of work:**

- |   |   |
|---|---|
| <input type="checkbox"/> Public relations                     | <input type="checkbox"/> Publications               |
| <input type="checkbox"/> Speech writing                       | <input type="checkbox"/> Brand and identity systems |
| <input type="checkbox"/> Reputation management                | <input type="checkbox"/> Multimedia presentations   |
| <input type="checkbox"/> Internal and external communications | <input type="checkbox"/> Interactive sales CDs      |
| <input type="checkbox"/> Public affairs                       | <input type="checkbox"/> Web-based digital content  |
| <input type="checkbox"/> Marketing communications             | <input type="checkbox"/> Training videos and DVDs   |
| <input type="checkbox"/> Event management                     | <input type="checkbox"/> Streaming video            |
| <input type="checkbox"/> Crisis communications                | <input type="checkbox"/> Web site development       |
| <input type="checkbox"/> Media training                       | <input type="checkbox"/> Marketing communications   |
| <input type="checkbox"/> Media relations                      | <input type="checkbox"/> Government relations       |
| <input type="checkbox"/> Advertising                          | <input type="checkbox"/> Lobbying                   |
| <input type="checkbox"/> Graphic design                       | <input type="checkbox"/> Public opinion research    |
| <input type="checkbox"/> Collateral                           | <input type="checkbox"/> Social marketing           |
|   | <input type="checkbox"/> Other                      |

**Has this project been addressed by previous organizations? If so, please state what has been done and who worked on this project to date.**

**Please describe the approval process for all created work (executive director, board of directors, committees, etc.).**

**Please list any organization expectations or mandatory stipulations of Capstrat.**

**Will Capstrat be publicized as a result of working with your organization? If so, please explain.**