



WEBSITES CAMPAIGNS IDENTITY ANNUAL REPORTS
BRANDING EVENTS SOCIAL MEDIA E-NEWSLETTERS

SW CREATIVES, LLC

2011

DESIGN WITH HEART AWARDS

APPLICATION DEADLINE MAY 2



IT'S ABOUT SERVING OTHERS...

so that others may serve.

SW Creatives is a strategy-minded web and graphic design firm with offices in the Washington, DC, area and in Colorado Springs, CO. As a firm committed to working with non-profits, we understand that not all organizations can afford our services, yet they desperately need it. The DESIGN WITH HEART AWARD is not a cash grant, but it is our opportunity to fill a need among small non-profits, by offering our professional design and consulting services pro bono. It is our desire help local, small non-profits advance their mission and power their vision. This service grant is awarded annually.

WHY APPLY?

Well...you need help! Small non-profits often have big plans with a small budget and an even smaller team, which often doesn't include designers or brand strategists. The award recipient will receive thousands of dollars worth of professional creative services. Good design can help you deliver your message, get more funding, and strengthen your reputation. If you can provide the content and commitment to working with us on your project, we would be honored to put our creative skills to work for you.

APPLICANT CRITERIA

- Non-profit, 501c(3) organization
- Local to the Washington, DC, area or the Colorado Springs-Denver corridor
- Annual revenues under \$2M
- At least 2 years old
- CANNOT be an existing client (paid or pro bono) of SW Creatives, LLC





WHAT DO YOU NEED?

SW Creatives' approach emerges from our belief that design is best considered not primarily as an art form, but as a set of solutions to communication problems. We can help local, small non-profit organizations like yours with any number of creative services that can aid fundraising, increase donors or reach out to volunteers. Whether you need a new logo and website or design for your big awards gala, tell us exactly what you need to power your vision.

SAMPLE SERVICES

- Logo and branding
- Brochures
- Press kit folders
- Direct mail campaigns
- Announcements and invitations
- Conference / program books
- Banners and signage
- Tradeshow booths and displays
- Media backdrops and step-and-repeats
- Letterhead packages
- Strategic planning
- Website design and development*
- Content Management Systems (CMS)*
- E-commerce
- Banner ad design
- HTML email marketing
- Presentation (PowerPoint) design
- Social media setup

**We build all websites in either Business Catalyst or Joomla, depending on your project needs.*

SELECTION PROCESS

APPLICATION

All applications are submitted online at www.swcreatives.com/designwithheart.

The following is what will be asked of you in the application. Completed applications are submitted online as a Word or PDF document.

Please do not email your application.

MISSION, PROGRAM DESCRIPTIONS AND BACKGROUND

- Key contact(s) and their roles
- What is the mission of your non-profit?
- Please provide a list of program descriptions.
- How long has your non-profit been in business?
- How many employees are currently staffed?
- Do you have a board of directors?
- Do you need to have a board of directors approval before any services can be performed?

FINANCES, BUDGET AND FUNDING INFORMATION

- How many members, supporters or donors are in your organization?

- What was your annual revenue last year?
- What funding do you receive and from where?
- What is your budget for this year?
- What fundraisers will be done this year to help with revenue?
- Please provide revenue and expense chart.
- Please provide EIN number, if applicable.

YOUR PROJECT

- Describe your top three project needs in as much detail as possible.
- Why you are asking for the particular service? How will this particular service help your organization?
- How does this fit into your strategic priorities? Do you have a strategic plan and if so, for which years?
- If you do not receive this Award, what is your plan to meet this need?
- What resources, people and funds, will you dedicate during the project period to ensure that this Award is successful?
- What resources do you plan to dedicate to maintaining and updating the project deliverables once the project is done?
- Additional comments.

INTERVIEWS

The TOP THREE APPLICANTS in both locales will be contacted for an in-person or phone interview. During the interview, we will discuss:

- The strength of your organization, your mission, strategy, programs and finances
- Your need for services
- The readiness of your organization for the service if awarded.

This interview is also a way to judge if the specific service you selected is really what you need and what you should be applying for. If it is not, we may recommend something else.

AWARD

Once we make our decision, we will send a letter of intent to the top applicant in both the DC metro area and in Colorado. The letter of intent signals our intent to work with you as our award recipient. If for any reason you do not wish to accept the award, the award will be extended to our runner-up. Once the applicant accepts our award, we will make a formal announcement.

SCHEDULE

APRIL 1	Application Available
MAY 2	Applications Due
MAY 2–13	Review Applications / Select Top 3
MAY 16	Notify Top 3 Applicants
MAY 17–27	Conduct Interviews
JUNE 1	Award Winners Announced

QUESTIONS?

If you have any questions about this award, please contact Shala Graham at 301-891-0111 or shala@swcreatives.com.



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SW CREATIVES, LLC

Powering your vision.™

