



Roundtable Consulting for Nonprofits

The Oklahoma City Chapter of the Public Relations Society of America is proud to offer PR 360, an annual public service project to provide nonprofits with **FREE** public relations consulting services.

INSTRUCTIONS

Complete each section of the application in the space provided. Attachments are not permitted. Additional information may be requested upon selection. Application may not be handwritten. Applications not in compliance with the instructions will be returned instead of processed.

SELECTION CRITERIA*

Officially chartered 501(c)3 nonprofits without a full-time PR practitioner on staff or on contract may apply to be considered for PR 360 by completing the application. Applicants are asked to submit a proposed event, campaign or other project requiring a PR plan.

*** All nonprofits who apply must be present at the PR360 meeting/luncheon. If the individual who submitted the application cannot attend for some reason, another representative from the nonprofit must be present.**

APPLICATION DEADLINE

Completed applications are due **Friday, April 19, by 5:00 p.m.**

- Submit by email at mwilson@ymcaokc.org with "PR 360" in subject line.
- Submit by mail to:
YMCA OF GREATER OKLAHOMA CITY
Attention: Miranda Wilson
500 N. Broadway, Suite 500
Oklahoma City, OK 73102

SELECTION

Applicants will be notified about selection by **Friday, April 26**. Selected nonprofits will be assigned a team of PR professionals who will develop a PR plan for the proposed event, campaign or other project.

Teams will meet with their assigned nonprofit to present the PR plan at the PR 360 luncheon on **Wednesday, June 19, from 10 a.m.-1 p.m.** The luncheon will also include a media panel discussion on nonprofit marketing/media.

The PR 360 luncheon is free for the first person attending from the nonprofit. Additional nonprofit representatives are welcome to attend, but will be charged \$12 for the luncheon.

QUESTIONS

For questions or more information about PR 360°, please email public.service@prsaokc.com or contact Miranda Wilson at mwilson@ymcaokc.org or (405) 297-7744 OR Lauren Belflower at lauren.b.belflower@gmail.com or (405) 816-9139.





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APPLICATION

ORGANIZATIONAL INFORMATION

Name of nonprofit:

Contact:

Address:

City, State and Zip:

Phone:

Email address:

Facebook URL:

Twitter handle:

Is your organization chartered as a 501(c)3?

Does your organization employ or contract with a full-time public relations practitioner, PR firm, or have any other means of assistance?

Mission/main objectives of organization:

PROPOSAL INFORMATION

Describe proposed event, campaign or other project in need of a PR plan. The campaign or program must be implemented after July 2013. Please limit to 300 words maximum.

What is the overall goal with this proposal? Are you raising money or hosting an event?

Who is the organization's target audience or publics with this proposal?

What are the objectives for those audiences?

What is the event date or timeframe for executing the proposal? Please note that the implementation of the PR 360 plan will be after July 2013.

Do you have funds allocated to execute the PR 360 proposal? If so, how much?

Please indicate the following:

- Do you print your marketing materials internally?
- Do you have an in-house marketing team?
- Do you have someone dedicated to posting on social media? If so, how often which tools do you use?

- Do you have a media list?
- When was the last time your nonprofit was feature in a newspaper article? Please supply the date and media name.
- When was the last time your nonprofit was feature on TV? Please supply the date and media name.
- When was the last time your nonprofit was feature on the radio? Please supply the date and media name.
- How do you track your media coverage?
- What is your marketing/pr materials proofing/editing process?
- Do you utilize a printing company for materials?
- Do you currently work with a PR firm? If so, do they provide you with pro bono assistance?
- Do you know how to write a press release in AP style?
- Do you have an eNewsletter?
- Do you have a newsletter?
- Do you have a blog?
- Do you have a website?
- When was your website last updated?
- How often is your website updated?
- Do you partner with other nonprofits?
- Do you have a logo?
- Do you have boiler plate?
- Do you have a mission statement?
- What is your 90 second (3 sentences) elevator speech?
- Do you have a PR/Marketing plan? If you have one, please send a copy with this application.
- Do you have community events? If so, please list your upcoming events and dates.
- Is your nonprofit on charity navigator?
- Who are your spokespeople?
- Have your spokespeople been through media training?
- Do you have a crisis communication plan?
- Do you have a video about your organization?
- Do you have talking points?
- Do you have a press kit?
- Do you utilize Google analytics?
- How do you define PR success?

Why should the selection committee chose your nonprofit to benefit from this program?

Is there anything else you would like us to know about your organization or proposal?

If selected, who will be attending from the organization? What is their phone numbers and email addresses?

If selected, you are required to meet after hours, at lunch, or before work with one of our teams of PR professionals. When would you prefer to meet?

How did you learn about PR 360°?

- PRSA Website
- Friend
- Email (name)
- Social Media (who?)
- Newspaper