

Intra-Designs, Inc.
2011 106th. St. S. STE 201
Tacoma, WA 98444
Leading You through the Internet Jungle



Intra-Designs, Inc.
2012
Grant Award Criteria

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AWARD CRITERIA

1. All grant submissions need to prove 501c3 status. Companies must be based in Washington State and provide a positive impact on the community.
2. Work must fall within the 2012 calendar year.
3. Recipients must be requesting work between \$2,500- \$5000 in service hours. Excellent projects for this grant program include: Web design, logo design, search engine marketing.
4. The grant recipient agrees that Intra-Designs, Inc. has full creative control over the following work processes: Developing a mutually agreeable scope of work with the client and developing a creative proposal for the client. Intra-Designs, Inc will develop up to three creative directions for the client and will execute the concept per the scope of work.
5. Intra-Designs, Inc. will retain copyright ownership of the artwork created.
6. "Designed by" credit with the Intra-Designs, Inc. logo will appear as appropriate on materials created within the scope of work.
7. This grant is for creative work only and includes; creative development, copywriting, design, preparing files for production, the corresponding management time for these functions, and limited research. This grant does not include production (web hosting, domain name registration) or third-party expenses such as pay per click programs, stock photography or photo shoots. Intra-Designs, Inc. is happy to recommend vendors for production but will not ask for donations on behalf of grant recipients.

SUBMITTAL INSTRUCTIONS

- 1 Review grant application requirements. Make sure all information is included in your proposal.
- 2 Email info@intra-designs.com with any questions about this grant.
- 3 Submit three hard copies of your proposal to: Intra-Designs, Inc. 2011 106th St S, STE 201, Tacoma, WA 98444, or electronically to info@intra-designs.com.
- 4 If available, include examples of your organization's existing brand, such as brochures and advertising.
- 5 The deadline for submittal is 5pm on November 30, 2011. Late applications will not be considered.
- 6 Intra-Designs, Inc. will announce grant recipient in December 2011.

GRANT APPLICATION The following information is required for all grant applications. Please limit your response to six pages, plus attachments.

LETTER OF SUBMITTAL: Please include the following information in a signed and dated letter of submittal.

1. Legal name of organization
2. IRS 501(c)(3) nonprofit status (Please attach copy of designation)
3. Federal ID number
4. Address, telephone number, fax number, email and web address (if currently available)
5. Executive Director name
6. Board President name
7. Name and title of contact person (please select one person who we will work with directly)
8. Email address of contact person (if different from above)
9. Organization's mission (brief summary, two or three sentences)
10. Organization's target demographic (who you serve in the community)
11. Summarize the services you are requesting for this grant and the strategic purposes of these services (brief summary, two or three sentences).
12. Why we should select you.

APPLICATION NARRATIVE Please tell us about your organization and what you hope to accomplish with an Intra-Designs, Inc. grant.

I. Organization Details

- 1 Mission statement and vision statement (plus positioning statements if available)
- 2 Brief summary of organization's history.
- 3 Description of current programs, activities, service statistics and accomplishments (highlighting the past year), including what makes your organization unique.
- 4 A brief statement of current marketing opportunities and challenges.

II. Requested Services

- 1 List specific services (scope of work) requested under the Intra-Designs, Inc. grant.
- 2 Indicate the goals or desired outcomes of the scope of work.
- 3 Proposed timeline for the scope of work to be accomplished in 2011.
- 4 Indicate any potential partners who may contribute to the accomplishment of the scope of work (parent organization, associations, etc.).

III. Impact of Services

- 1 How will the scope of work affect your organization's target demographic?
- 2 How do you plan to measure the results?
- 3 Will these results be announced or publicized? Please note how Intra-Designs, Inc. can participate in celebrating our success together (presence at an event, etc.).
- 4 How do you plan to sustain the project after our service period has expired?

SUPPORTING MATERIAL Please include any of the following (or similar) information as attachments to your application.

- 1 Letters of support
- 2 Recent reviews or articles about your organization.
- 3 Current branding and marketing materials of your organization.
- 4 Relevant excerpt from your strategic plan or other guiding documents.
- 5 Marketing plan (if you have one).