



## **Proposal to the American Advertising Federation of the Midlands**

Organization Name:

Organization Contact information and Individual to be contacted for presentation:

*What is your organization's mission statement?*

*What services does your organization offer and who are the recipients?*

*Does your organization currently have a marketing and/or advertising strategy? If so, please briefly describe it.*

*What is the nature of the problem that you believe can be alleviated with the help of this advertising campaign?*

*What is the overall goal that the public service advertising campaign needs to support?*

*In what media would you like to see your advertising appear?*

*When does your organization hope to launch your advertising campaign?*

*Have funds been allocated or budgeted with which to conduct the advertising campaign, and if so, what amount?*

*Have you made any arrangements for creation, production, reproduction or distribution to the media? Have you approached any other group or advertising agency to create advertising or related activities? If yes, please provide the name of the group or agency.*

*How would your organization benefit from the support and talents of the AAF of the Midlands Board and membership?*

*Please provide any BRIEF additional notes here if there is anything else AAF of the Midlands should know about your organization:*