



Each year the American Advertising Federation of Dubuque (AAF Dubuque) Public Service Committee selects one local non-profit organization to donate the time and talents of advertising and marketing professionals to help the organization reach its advertising/marketing goals. The selected non-profit receives marketing assistance such as: logo development, design of print pieces and advertising, media planning, copywriting, etc. Club members are professionals from the tri-state area who work in the marketing and advertising industries, ranging from advertising agencies to printing companies.

The Public Service Committee is now accepting applications from non-profit organizations. If you have a public service advertising campaign we could assist you in building, please fill out the following application and return by Tuesday, September 15, 2009 to:

Annie Koelker  
1820 Hale Street  
Dubuque, IA 52001  
Or e-mail: [akoelker@dubuquechamber.com](mailto:akoelker@dubuquechamber.com)

Please be advised that although the time and talents of committee members is donated, AAF Dubuque will not be responsible for costs related to scheduling advertising, production, printing, or any other costs associated with the completion of the campaign. Furthermore, in order to be considered your organization must have the funds to implement the campaign within a reasonable amount of time after the campaign is completed.

Questions may be directed to Annie Koelker, Public Service Director, AAF Dubuque, at (563) 690-9205 or [akoelker@dubuquechamber.com](mailto:akoelker@dubuquechamber.com).



1. Applicant Information:

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*Organization Name* \_\_\_\_\_ / \_\_\_\_\_ *Primary Contact (person to work with AAF Dubuque)*

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*Address* \_\_\_\_\_ / \_\_\_\_\_ *Phone* \_\_\_\_\_ / \_\_\_\_\_ *Email*

2. Who would be responsible for making decisions regarding the advertising/marketing campaign?  
[ex. an individual, board of directors, etc.]

3. When, where & for what purpose was your organization formed?

4. What services does your organization offer & who is the target of your organization’s message?

5. Is your organization a nonprofit group? What is its tax-exempt status with the Internal Revenue Service?

6. Do you have a national headquarters?

7. How is your organization funded?

8. If funds are solicited from the general public, is your organization registered with the National Information Bureau? If it is registered, does the Bureau state in its current report that your organization meets its standards?

9. What will the individual, the “person on the street”, be asked to do in your advertising/marketing campaign?

10. What is the nature of the problem that you believe can be alleviated with the help of public service advertising? Please document the problem, using some key statistics or other evidence.

11. In your opinion, to what extent, if any, would the proposed public service advertising campaign be: sectarian, politically partisan, commercial, or special interest or an influence upon pending legislation?

12. What other organization(s) private or federal, presently offer public service advertisements addressed to the same problem? How does your program differ?

13. 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.

14. Does your organization utilize volunteers? If yes, in what capacity?

15. What funds have been allocated or budgeted with which to conduct an advertising/marketing campaign? (Please note that AAF Dubuque will not cover the cost of media placement, printing, or any other costs associated with the completion of the campaign).

16. What type of advertising/marketing assistance are you seeking? (check all that apply)

- Conceptualization/design of print advertisements
- Conceptualization/creation of TV/radio advertisements
- Conceptualization/design of brochure or other collateral materials
- Assistance in the placement/scheduling of advertising
- other (please specify):

17. When does your organization hope to launch your advertising/marketing campaign? How long do you plan to utilize/run the campaign?

18. Please rate the importance of developing a campaign for your organization on a 1-10 scale.

I understand that if chosen as the recipient of the AAF Dubuque Public Service Campaign, the time and talents of the committee members is donated. I agree that my organization will be responsible for covering all costs related to media placement, printing, or any other costs associated with the completion of the campaign. I understand that the AAF Dubuque reserves the right to discontinue service at any time during the campaign.

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*Signature*

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*Date*