

2021 application | **Design B&B**

good ●
egg ●
grant ●

introduction



We're so excited that you're interested in the 2021 Good Egg Grant. We believe that strong strategy, smart storytelling, and surprisingly obvious design solutions unlock organizational and business growth. This can be particularly true for nonprofit institutions, for whom the need to tell a meaningful story, that will reach the right audience, and move them to action, is all the more crucial.

We have seen how the cost of design, and the need to make considered decisions about how to use limited resources, can put the benefits of major strategy and design efforts out of reach for nonprofits.

We recognize the many difficulties and changes experienced in 2020 and stand united in the call for great and necessary change within our country and communities. We are committed to making quality, strategic design accessible to smaller and younger nonprofits, whose work is now more necessary than ever.

By partnering with a single institution for one full year, we are able to work closely with grantees to deliver thoughtful and thorough design solutions, as well as the tools, training, and strategies that will enable grantees to own and evolve the work into the future.

The Good Egg Grant was inspired by Firebelly Design's Grant for Good. Big thanks to Firebelly for their work, inspiration, and advice.

eligibility

All Good Egg Grant recipients must meet the following criteria:

- Nonprofit, tax-exempt 501(c)(3), U.S. organizations or a fiscal agent with such status; units of state or local government; or federally-recognized tribal communities or tribes may apply
- The organization must exist within 50 miles of Chicago
- While Design B&B's services are free of charge, you should expect to cover material costs (i.e. printing collateral pieces). Design B&B will work with you to keep material costs manageable, but we recommend you reserve at least \$10,000 for these expenses.
- Your organization should be prepared to meet with Design B&B at least once a month for the duration of the grant year, and will be expected to designate specific members who will oversee the project for its full duration.



Please apply to the grant only if you meet these criteria.

Your completed application is due by **23 December, 2020**. A recipient will be selected and notified by **8 January, 2021**.

Please return your application to the addresses at right. Applications will be accepted by email or regular mail.

goodegggrant@
designbandb.com

Design B&B
310 S Racine Ave, 7N
Chicago, IL 60607

award information



Design B&B will donate one year of time for brand strategy and identity, print collateral, and web & experience design. Design B&B's core competency is brand positioning and identity development.

While final deliverables may shift and evolve over the course of the year, Design B&B and the grantee will agree upon scope, must-have, and stretch deliverables at the beginning of the grant year. Changes to scope must be agreed to by both parties, and Design B&B has the final say on the limits of its donation. The grant will be awarded in January 2021 and last through December 2021. Only one award will be given per year.

Outside service expenses and material costs, including but not limited to advertising, printing, furniture, and web hosting, or complex web development are the responsibility of the organization and not included in this grant. We recommend the grant recipient reserve at least \$10,000 for these expenses.

The grant recipient will have full usage rights for all work completed. However, Design B&B will retain the right to share the work for self-promotional purposes, including sharing work on the web, social media, and in capabilities presentations.

required materials

Please ensure you have all necessary documents listed below. Incomplete applications will not be accepted.

- Completed application form
- Samples of existing marketing materials, particularly items that need to be redesigned
- Letter stating 501(c)(3) tax-exempt status for you or your fiscal agent
- Detailed budgets for the last two years
- Link to YouTube or Vimeo page with intro video

Intro video (optional)

Share a simple video (around 1 minute) introducing your organization. It should show your personality, and culture, but doesn't need to be flashy or fancy. Feel free to share an existing video.

Upload your video to YouTube or Vimeo and include the link with your completed application.

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application form



Name of Organization

IRS 501(c)(3) nonprofit?

YES NO

Executive Director

If no, please identify your fiscal agent:

Address

Total number of staff:

Full-time: _____

Part-time: _____

Contact Person

Total number of volunteers:

Title

Total number of board members:

Phone

Total annual organizational budget:

\$ _____

Email

When does your fiscal year end?

Video URL

application form



1. What are your goals for your organization this year? Over the next five years? What's a pie-in-the-sky goal you'd love to make happen, even if you don't think it's feasible in the near future?

2. Tell us about your audience. Who does your organization serve? What secondary audiences do you currently reach or need to reach? Who is passionate about your organization? Who isn't passionate now, but should be?

application form



3. 2020 has been a tumultuous year for us all, from COVID-19, to confronting the dark reality of racial injustice. How has your organization and the population you serve been affected?

4. What opportunities do you see in the next year?

5. Describe the services that you seek. How will our services help your marketing needs?

application form



6. Tell us about your current marketing strategy and identity system. What works well? What are your challenges?

7. Tell us about your current marketing pieces. What pieces are the most valuable? What pieces aren't working? Do you think your visual identity is sending the right message?

8. How are your brand identity and marketing materials created today? Do you currently partner, or have you in the past partnered with any other creative agencies?

application form



9. How much of your budget is provided by individual donors? By foundations? Other sources?

10. What is your current fundraising event strategy? How has COVID-19 affected this strategy? How many people attend? How much revenue do these events generate?

11. What is your decision-making process? Is there a key decision-maker or makers for the output of this effort? What other stakeholders will be involved? How will your board be involved?

application form



12. How would you describe your organization's culture?

13. If you were awarded this grant, please describe your future plan for sustaining this effort.

thank you.

