

**2023 application** | **Design B&B**

**good** ●  
**egg** ●  
**grant** ●

# introduction



We're so excited that you're interested in the 2023 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 make the benefits of major strategy and design efforts difficult for nonprofits to access.

We recognize the difficulties experienced through the past two years in particular,

from navigating the pandemic, to the ongoing racial reckoning, and beyond. We 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

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## 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.



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

Your completed application is due by **December 12, 2022**. A recipient will be selected and notified by **December 16th**.

Work begins in early January 2023.

Please email your application to the address at right.

goodegggrant@  
designbandb.com

# 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 December 2022 and last through December 2023. Only one award will be given per year.

Outside service expenses and material costs, including but not limited to advertising, printing, collateral, 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.

**What is brand strategy?** We partner with you to amplify your organization's strengths, understand your audience, and give you a clear path forward with tools to ensure your message resonates.

**What is brand identity?** We believe that good brands are easy to understand, easy to recall, and easy to love. By immersing ourselves in who you are, we create the best expression of what makes your organization unique.

# required materials

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**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 (optional)

## **Intro video (optional)**

Share a simple video (1-3 minutes) 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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**Please ensure all required materials are included in your application.**

Your completed application is due by **December 12, 2022**. A recipient will be selected and notified by **December 16th**.

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# application form



**Name of Organization**

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**IRS 501(c)(3) nonprofit?**

YES NO

**Executive Director**

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**If no, please identify your fiscal agent:**

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**Address**

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**Total number of staff:**

Full-time: \_\_\_\_\_

Part-time: \_\_\_\_\_

**Contact Person**

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**Total number of volunteers:**

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**Title**

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**Total number of board members:**

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**Phone**

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**Total annual organizational budget:**

\$ \_\_\_\_\_

**Email**

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**When does your fiscal year end?**

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**Video URL**

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# 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. How has your organization been impacted by Covid-19?  
What impact has it had on processes, culture or the audience you serve?  
How much of your work is done remotely vs in-person?

4. The pandemic has laid bare structural inequities in our communities more clearly than ever before. In response, how has your organization initiated or continued a commitment to advancing racial equity?

5. What opportunities do you see in the next year? Consider growth of the organization, increasing your impact, or reaching a new audience.

# application form



6. Describe the services that you seek. How might our services help you tell your organization's story better?

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

8. 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?

# application form



9. 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?

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

11. What is your current fundraising strategy? How has COVID-19 affected this strategy? If you have one or more annual fundraising events, how many people attend? How much revenue do these events generate?

# application form



12. 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?

13. How would you describe your organization’s culture?

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

**thank you.**

