

SMWC SOCIAL MARKETING APPLICATION

APPLICANT INFORMATION

Name of Organization: Best Not-For-Profit

Contact Person: Mr. Business

Contact email: bestnfp@nfp.org

Phone Number: (555) 555-555, cell: (444) 444-444

Web Site (if available): bestnfp.org

Organization Street Address:
1234 Any Street

Address Line 2:

City: Anytown

State: Your state

Zip Code:55555

Country: USA

PROJECT INFORMATION

Please describe in detail the project which you want completed. Please include how social marketing might be utilized.

I would like to work with students to develop a more recognizable online presence for Best Not-For-Profit. Currently, the organization posts event information only on the website, but a need has developed for more social marketing and networking. We need a calendar for our events and need an easy way to share them. I would also like to understand social marketing better.

SOCIAL MARKETING

Please list the social marketing tools that you want utilized for the project. (i.e. Facebook, web pages, Flickr)

I would like to utilize Facebook through the creation of a Best Not-For-Profit fan page. Such a page could bolster attendance at events and further promote the ideals of the organization. I want a calendar that several of my staff can manage – perhaps a Google calendar? I would also like to create a Twitter account (maybe) and to learn how to manage the account to promote events of the organization. I'm not sure about the Twitter one – need it explained to me. I think we need a manual for all of this.

SCOPE

How many hours do you expect the project to take?

100 total team hours? Not sure.

TIMELINE

Please indicate when you expect the project to be completed.

I expect the project to be completed in one semester, but I am open to what the team can project.

UTILIZATION

Please explain how your not-for-profit will continue to utilize the technology after the completion of the project.

After the project is completed the staff will update the FaceBook page, and keep the calendar updated. The twitter one needs to be easy or we won't do it. (Just being honest!) So the really important pieces are FaceBook and the calendar.

BUDGET AVAILABLE?

\$50 - \$100

No funds available

\$100+

Other, please indicate: \$25 for calendar?

I CERTIFY THE FOLLOWING:

I represent a not-for-profit organization.

I am willing to communicate weekly (web conference calls)

I understand that the student interns will be evaluated for this project.

I understand that I am required to participate in this evaluation.

Email this form to jmitchell@smwc.edu