



PRSA CHARLOTTE YOUNG PROFESSIONALS GROUP PRO BONO PROJECT

May 13, 2009

Dear non-profit leaders,

Thank you for your interest in the PRSA Charlotte Young Professionals Group Pro Bono Project. The Pro Bono Project began four years ago as a way for the Young Pros, PR professionals with seven years or less experience in the field, to assist local non-profits with little or no allocation for PR staff and projects. The Young Pros guide the non-profit in completing projects that meet current standards and best practices in public relations. This can include basic strategies for writing a PR plan, developing and distributing press releases, and learning how to create and foster positive relationships with the media. Past groups to benefit from the Project include the Actor's Theatre of Charlotte, The Learning Disabilities Association of Charlotte and Girls on the Run Charlotte.

The 2009-2010 Pro Bono Project Requirements:

- Must be a Charlotte-based organization.
- Ten or fewer full-time, paid employees.
- Limited resources for public relations staff/projects.

To qualify:

- Complete the application (additional pages may be used).
- If necessary, attach a limited amount of additional resources you believe will assist with the review process.
- Submit the completed application to the attention of the "PRSA Young Professionals Board" with the subject line "Pro Bono Project Application—(Insert Organization Name Here)" by e-mail to PRSAYoungProsCLT@gmail.com or FAX to 704.556.2621.
- **Applications must be received by 11:59 p.m. on Friday, June 19, 2009.**

The PRSA Charlotte Young Professionals Board will review all applications meeting the above requirements and the selection will be narrowed to three finalist organizations. The finalists will be asked to interview with the Board and make a brief presentation. Post-interview, the Board will select the 2009-2010 Pro Bono Project organization.

Should you have any questions, please feel free to e-mail PRSAYoungProsCLT@gmail.com or call Kasia Faryna at 704.706.3687.

GOOD LUCK!

**PRSA CHARLOTTE YOUNG PROFESSIONALS GROUP
2009-2010 PRO BONO PROJECT APPLICATION**

(Please print or type responses.)

Organization: _____

Contact name and title: _____

Phone: _____

E-mail address: _____

Organization website: _____

Address of Office/Headquarters: _____

Mission of Organization: _____

Number of full-time and/or part-time employees: _____

Describe board members and/or volunteer base if applicable: _____

Do you currently have a PR/marketing/communications position filled? Have you ever?

On a scale of 1 to 10, please rate your organization's past media coverage (1= no media exposure ever; 10= consistent broadcast and print media exposure): _____

If you were to receive pro bono PR help, do you have any projects already in mind?

What long-term impact(s) do you envision the Pro Bono Project making on your organization?

Please feel free to add any other comments: _____

For more information, please contact Kasia Faryna at 704.706.3687 or e-mail PRSAYoungProsCLT@gmail.com.

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