



DESIGN WORKS



work for good

AN INVITATION TO APPLY FOR PRO-BONO DESIGN

For the second year, Cricket Design Works is offering to donate up to \$5,000 worth of design services for communications projects that will benefit communities in Wisconsin.

To qualify you must be a non-profit organization located and working within the state of Wisconsin. Prior recipients of pro-bono work through Cricket Design Works are not eligible for this award. Possible design projects include (*but are not limited to*) event branding/marketing, annual reports, posters, environmental graphics or website design. You must have an adequate budget or the ability to procure printing services, web hosting, web promotion, ad placement or other third party services as needed, as this award covers only the cost of design.

Up to three awards will be given based on the following criteria: 1) application quality, 2) creative opportunity and 3) clarity of the organization's vision and their ability to work productively with a design firm.

This selection will be narrowed through interviews held during the first two weeks in May and final award recipients will be announced on May 15, 2009. All entrants will receive a confirmation verifying your application has been received. If your application does not make it to the final interview stage you will also be notified via email. Those entrants chosen to participate in the final selection process will be notified via telephone.

To be considered for this award, completed applications must be received by **May 1, 2009**. You may apply by filling out the following three-page application and mailing it to:

Cricket Design Works
work for good
1925 Monroe St, No. 3
Madison, WI, 53711

If you have available samples of current communication materials from your organization, such as printed pieces and/or websites/interactive applications, please send them (*or the URL's to them*) along with your application.

This application can also be downloaded at www.cricketdesignworks.com/workforgood_ap.pdf. Questions about this application can also be directed to kgr@cricketdesignworks.com. For more information about Cricket Design Works and what we're all about, please visit our website at www.cricketdesignworks.com

THANKS AND BEST OF LUCK!

KRISTIN GIRVIN REDMAN, *principal*
KGR@CRICKETDESIGNWORKS.COM
:: TEL 608 255 0002 ::



4) What specific goals do you hope to achieve with this communication opportunity?

5) From an overall standpoint—what would you describe as a success for this project?

6) From a communication/design standpoint—what would you describe as a success for this project?

7) Creatively speaking—where does your organization aspire to dwell?

Please choose an option below and briefly elaborate on your answer.

- A. Safe & Conservative B. Super Clean & Smart C. Surprising & Freaky Genius



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8) On that same note—creatively speaking—where is your organization right now?

Please choose an option below and briefly elaborate on your answer.

- A. Safe & Conservative B. Super Clean & Smart C. Surprising & Freaky Genius

9) What message must this project communicate—above all else?

10) Why do you feel your organization should be selected for this award?