



Need help telling your story?



MARKETING • PRINT • MAIL

We're here to help you impact the lives of others.

Community support is a core value at Allegra. The FootPRINT Fund® is designed to aid nonprofit organizations in their quest to create lasting impressions.

We hope that the FootPRINT Fund® we have established will help our local organizations and associations leave their "footprints" in our community through increased awareness and visibility. We challenge each of you to use the services awarded to build a better community, one step at a time.

PURPOSE

The Allegra FootPRINT Fund® awards marketing and print services to select nonprofit organizations to help enhance their image, expand their services and extend their marketing communication budgets.

APPLICATION GUIDELINES

Who is Eligible?

The FootPRINT Fund® is available to any nonprofit group, association or charitable organization in the Clawson area that meets the FootPRINT Fund® selection criteria.

What is the Value of the Services Awarded?

Services are awarded with a maximum value of \$1,000 per organization for the award year. Applicants may receive services in the value of the amount requested or in a lower amount depending on the number of applications in a given year.

Services include marketing, planning, graphic design, printing, copying and bindery. Applicants are encouraged to reapply in the following year.

All awarded services must be used between March 31, 2017 and December 31, 2017. Awards may only be used for projects originating during these dates and not to offset any existing balances due to Allegra.

How Do We Apply?

To be considered for a FootPRINT Fund® award, submit a completed application form. To request a form, contact us at:

Allegra Marketing • Print • Mail
1302 Anderson Road
Clawson, MI 48017
248.655.0444

Or, apply online at www.allegratroywest.com. The application deadline is February 28, 2017. Applicants receiving an award will be notified in March, 2017.

What is the Selection Criteria?

Applications are reviewed by a panel of representatives from Allegra along with members of the local community. The panel responds in writing to all applications that are submitted in accordance with the application deadline. Organizations should not assume an award has been given until such notification. Any organization or association can apply and need not be a current customer of Allegra.

Award recipients are selected based upon how the marketing and print services will be used to further the organization's goals, including:

Service expansion – Use of services to contribute to expanding an organization's awareness or existing service projects.

Program enhancements – Use of services to promote new programs or projects.

Leveraged efforts – Use of services to increase the impact of other existing resources.

HAVE QUESTIONS?

For more information, contact 248.655.0444 or visit our website at: www.allegratroywest.com.



FootPRINTFund
FOR NONPROFIT FRIENDS

MAKING OUR MARK ON THE COMMUNITY
ONE STEP AT A TIME.

Allegra FootPRINT Fund® Application



MARKETING • PRINT • MAIL

Application must be completed in order to be eligible for a FootPRINT Fund® award.

Organization _____

Address _____

City _____ State _____ Zip Code _____

Primary Contact _____

Telephone _____ Fax _____ E-mail _____

Years organization has been in existence _____

Primary purpose of organization _____

Please attach a copy of your most recent brochure or other descriptive information, as well as, documentation of non-profit status.

Value of services requested (\$1000 maximum) _____

How would these services benefit your organization/association? Use an additional sheet if needed. _____

Create a new print communication piece. Briefly describe purpose (i.e. enhance image, describe particular program, etc).

Support existing, but underfunded project. Briefly describe.

What amount of your annual budget is used for printing? \$ _____ and _____ %

What are your organization's major funding sources?

Source	%	Source	%
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_____	_____	_____	_____
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_____	_____	_____	_____
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_____	_____	_____	_____
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Certification: I certify that the information contained in this application is true and correct to the best of my knowledge and that I have the authority to request funds for the organization named above.

Name (please print) _____

Signature _____ Date _____

Title/Position within the organization _____

Return application and materials to Allegra Marketing • Print • Mail by mail, fax or clicking the SUBMIT button to the right.

SUBMIT APPLICATION