



2026-2027 Application for Pro Bono Representation

Due: Friday, August 29, 2025, at 11:59 p.m. ET

Application Questions

The following questions are part of the application. You're welcome to make a copy to draft your answers; however, please note that applications must be submitted through [the official application form](#). Emailed applications will not be accepted.

I. Contact Information

1. Organization Name
2. Website URL
3. Physical Address
4. Primary Contact Full Name
5. Primary Contact Pronouns
6. Primary Contact Title
7. Primary Contact Phone Number
8. Primary Contact Email Address

II. Organization Overview

1. Is your organization a registered 501(c)3? (Y/N)
2. What is your EIN?
3. When was your organization established?
4. What is your organization's mission?



5. Please list board members and key leadership members (include titles and affiliated companies or organizations).
6. Who are your organization's key stakeholders (members, volunteers, donors, support/recipients, etc.)?
7. Which of these stakeholders is the most critical audience to target through communications and PR initiatives? (Pick up to three and ensure they are well-defined.)
8. What have been your key accomplishments during the past year?
9. What is your organization's development plan, including primary sources of funding (including membership, non-dues revenue, fundraising events, grants, donations, corporate sponsorships, fees, etc.)?
10. If a single fundraising event or activity is a key source of revenue, please describe the event and how much it typically raises in a year.
11. Is your organization a part of a larger national organization? (Y/N)
12. If yes to the above, please describe the relationship, particularly in terms of communications/PR.
13. Does your organization have any partnerships or sponsors? (Y/N)
If yes, please list and briefly describe.
14. Would WWPR's pro bono representation of your organization require approval from a Board of Directors or other governing body? (Y/N)
15. Please indicate the earliest date project approval can be granted (e.g., the date of the next Board meeting).
16. What is your GuideStar rating (or other third-party ranking)?
17. What is your annual operating budget (current and projected)?
18. What percentage of your current budget is allocated for PR/Marketing? Will that amount stay the same or change in 2024-2025?

III. Current Communications Capabilities

1. Does your organization currently have a communications strategy? Y/N
2. What is your process for approving communications plans and deliverables? Who is the communications decision-maker(s)?
3. If there are dedicated staff members or consultants/external firms, please list their titles and provide a brief description of each person's or firm's role within the organization.
4. Who is your primary spokesperson for the media? Who is the spokesperson responsible for communicating with donors, partners, community leaders, and other stakeholders?
5. Which of the following areas could you use the most help with, or are most interested in exploring? (Please check up to three.)
 - Clarifying what to say and how to communicate it effectively (messaging, strategy, planning)
 - Raising awareness about your work or organization (branding and visibility)
 - Creating communications materials (e.g., social media posts, press releases, flyers)
 - Getting media coverage or connecting with journalists
 - Tracking how your messages are performing (media or social media analysis)
 - Gaining confidence in speaking to the media (media training)
 - Using social media more effectively
 - Planning how to communicate in a crisis situation
 - Organizing or promoting an event
 - Other: _____
6. How frequently do you interact with the media?
7. What kind of media coverage has been generated in the past (positive and negative)? (Please provide sample news clips or links to articles.)
8. Please share your social media presence.

Social Media Platform	Handle/URL	Number of Followers/Fans
Facebook		
Twitter		
Instagram		
LinkedIn		
YouTube / Vimeo		
Other		

IV. Goals and Expectations

1. What are your top two to three goals for your organization over the next year?
2. What kind of impact do you hope to make?
3. Who do you want to reach?
4. Are there specific outcomes you'd like to see from raising awareness or visibility?
5. How would you define a successful relationship with WWPR?

V. Supplemental Materials

1. Please provide one external reference (be sure that the reference describes their relationship to you).
2. Please provide a link to your most recent annual report. If you do not produce an annual report, please share your most recent donor communication or financial reporting overview.
3. Please provide a link to an example of your organization's recent marketing and/or communications materials.
4. Please share any additional information with WWPR regarding your application.
5. How did you find out about this opportunity?

Submit your answers through [the official application form](#).