

A Program Serving Food, Ag & Lifestyle Nonprofits

Background:

FLM Harvest is a strategic consulting, marketing and communications agency that helps set strategy, align teams, frame opinions and create demand for clients in agriculture, food and rural lifestyle markets. As part of our commitment to these sectors, we're launching Seed to Succeed: a pro bono program dedicated to helping nonprofits that are connected to our passions grow and thrive.

We're seeking partners located within the U.S. that are open to creative, strategic thinking but limited by budget and resources. Our team of experts is excited to help your organization tackle challenges related to management, strategic planning, communications or marketing by giving you something we all need more of: Time.

Program & Services:

FLM Harvest will donate up to \$75,000 of in-kind services to up to two nonprofit organizations that serve agriculture, food or rural lifestyle sectors. You identify the specific need for your organization, and we'll work with you to develop a plan and execute the work.

Here's an example of what we can offer:

- Management Consulting such as strategic planning, research or board development.
- Creative including print, video or digital concepting and design.
- Digital including website development, social media planning or search engine marketing plans.
- Content including online strategy, blogs, or website copy.
- Media engagement and buying for print or digital outlets.
- Public Relations including media relations strategy, reputation management media training or influencer communications.

Please note any tactics that involve hard costs such as video production, media placement, printing, agency personnel travel, etc., are available, but must be paid by the organization. All work must be completed in 2019.

Application & Timing

To apply for this program, please fill out the form below and submit required documentation by May 13, 2019 at 5 p.m. CST. A pool of applicants will be selected for follow-up interviews and winner(s) will be notified on or around June 3, 2019.

Organizations are also encouraged - but not required - to submit a video sharing more information about their work, mission and people. These videos do not need to be highly produced – it's an opportunity for us to get a taste for your nonprofit and let your personality shine!

SEED TO SUCCEED APPLICATION

Contact Information:

Organization Name:

Address:

Phone:

URL:

Main Contact Name:

Title:

Phone:

Email:

Short Bio:

Questions:

1. What is your organization's purpose or mission statement?
(Be sure your connection to food, agriculture or rural lifestyle industries is clear.)

2. What is your specific communication, marketing or consulting request?

3. How does this request relate to achieving a 2019 business or marketing goal?

4. Why do you want to work with FLM Harvest?

Additional Materials:

Please submit the following documents as PDFS:

1. Copy of 501(c)3 Letter of Destination
2. Management and staffing structure (include marketing staffing description)
3. Examples of marketing efforts, including:
 - A brief description of successful projects you are particularly proud of, and why;
 - A brief description of projects that haven't fared so well, and why;
 - List of other agencies your organization has commissioned, and a brief description of the working relationship (information to be kept confidential);
 - A brief description of organization's recent investments in marketing, advertising, PR and social media.

Questions?

Shoot us an email at seedtosucceed@flmharvest.com and we'll be in touch.

Disclaimer:

FLM Harvest reserves the right to award multiple recipients. FLM Harvest also reserves the right to rescind this pro bono support at any point without notice and makes no guarantee with regard to fulfilling any of the implied, assumed or stated obligations.