



## Brochure Service Grant

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### Outline

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- What is a Brochure Service Grant?
- Why do a Brochure Service Grant?
- What are the deliverables and what is considered in scope?
- What is not in scope for this Service Grant?
- What are the criteria to qualify for this Service Grant?
- Process
  - Key milestones
  - Pro Bono Consultant team
  - Project management and tools
  - Timeline
- Spotlight: Community Action and Treatment Services (CATS)

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## What is a Brochure Service Grant?

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### The Purpose:

- Design and produce a brochure that is designed for a specific audience to deliver a specific result
- Refine your organization's goals and conduct research that enables the brochure to be grounded in a thorough understanding of your key audience, current understanding of the organization, and the specific messages that will compel the key audience to action

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## Why do a Brochure Service Grant?

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### A Brochure Can Help Your Organization:

- Increase donations and funding
- Grow your number of clients
- Increase volunteer recruitment
- Create greater visibility and presence in community
- Increase efficiency in providing information to prospective clients, donors and volunteers

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## Activities in Scope

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- **Discovery Interviews** with a range of your organization's staff and key stakeholders
- **Deliverables:**
  - ➔ Creative or requirements brief that details your organization's needs and the Pro Bono Consultant team's suggested approach
  - ➔ 2 – 3 design and copy options, each of which reflects the requirements brief
  - ➔ Production of a print-ready brochure
  - ➔ Guidelines for printing

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## Activities that are not in scope

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- Having the Pro Bono Consultant team update other marketing materials or websites
- Creating a new visual identity or brand for your organization
- Printing or distribution resources of any kind



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## Grant Criteria

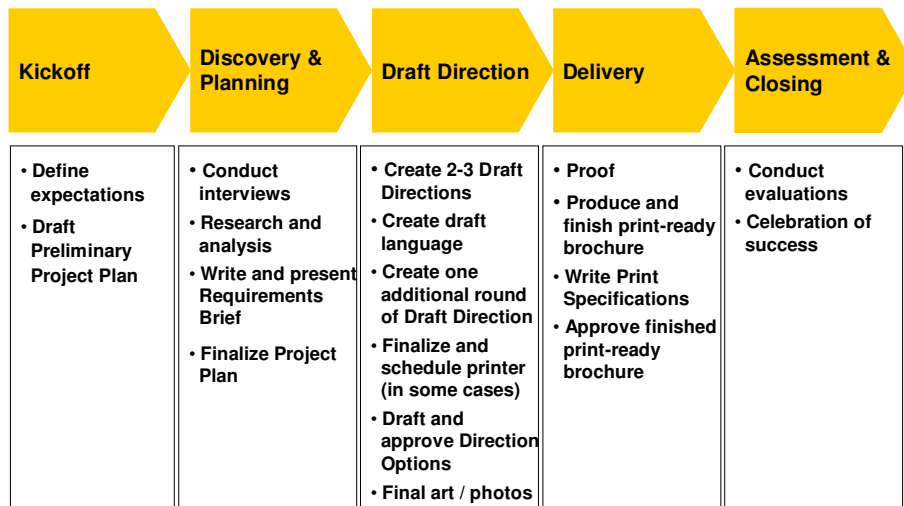
We recommend you apply if your organization has:

- A clear sense of your audiences and the key messages you wish to communicate to each (otherwise, the Key Messages & Brand Strategy Service Grant may be a better place to start)
- A strong visual identity (otherwise, the Visual Identity & Brand Strategy Service Grant may be a better place to start)
- Staff who can invest the necessary time to make the project succeed:
  - Executive Director: 10 to 15 hours total
  - Day-to-Day Contact: 3 to 5 hours each week
  - Collaborator for our Writer: 20 to 30 hours total

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## The Process



\* Please note that while the Pro Bono Consultant team completes most of the work, the nonprofit also has tasks and deliverables at each stage.

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## The Brochure Team

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- Account Director
- Project Manager
- Marketing Manager
- Graphic Designer
- Copy Editor / Writer

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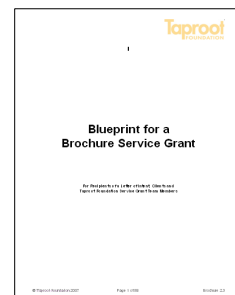
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## Program Management and Tools

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Your organization will be equipped with the following resources for the Brochure Service Grant:

- Leadership from Account Director
- Oversight from Project Manager
- Pro Bono Consultant team with Taproot tools that can be shared with you as needed:
  - Brochure blueprint
  - Helpful articles and links



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# Ideal Timeline\*

Stage	Approximate Timing
Letter of Intent (LOI) Sent	
Account Director Assigned / Site Visit	1 month after LOI sent
Staffed	2 months after LOI sent
Kick Off Completed	3 months after LOI sent
Discovery Completed; Findings Presented	4 months after LOI sent
Requirements Brief Approved	4 – 5 months after LOI sent
First Drafts Presented	5 months after LOI sent
Draft Direction Approved / Building Out	5 – 6 months after LOI sent
Final Presentation & All Materials Approved and Delivered	6 – 7 months after LOI sent
Project Closed	8 months after LOI sent

\*Ultimately, depends on you and your team

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# Spotlight: Community Awareness and Treatment Services (CATS)



“Our Taproot Foundation Service Grant provided us with much more than a brochure. It taught us **how to tell our story** and gave us the confidence to **promote our organization in the community**. As a result of our work with the Taproot Foundation, our individual donor campaign was 50% more effective than last year.”

**TERI SIDEIKAS**  
Development Director, CATS

CATS Brochure:



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