



An advisory council that

pairs creative individuals

willing to donate their talents

on a pro-bono basis with

not-for-profit organizations

who need their help.

If you're a legitimate not-for-profit organization offering aid and assistance to society, the *Committee for Causes* can offer assistance to you.

Our committee acts as a clearing bureau—pairing creative firms and individuals willing to donate their talents on a pro-bono basis with not-for-profits in need of effective logos, brochures, ads and other professionally produced marketing communications materials that can help them become more visible and raise more funds.

If you qualify, the Art Directors Club of New Jersey can assist your organization in creating worthwhile public service communications materials. Our volunteers represent the very best creative talents from across the state— including artists, designers, writers, and other creative professionals. We can help you with the creation of...

- *Logos*
- *Brochures & pamphlets*
- *Print & broadcast advertisements*
- *Billboards*
- *Signage, t-shirts & other ancillary materials*
- *Other projects requiring graphic design help*

...all at no cost except for out-of-pocket expenses.

We cannot help you directly solicit funds and/or influence legislation.

We review applications for assistance on a case-by-case basis and will try to recruit volunteer services from our large talent pool of qualified professionals.

We typically consider requests from nonprofit organizations that are registered as 501(c)(3) organizations by the Internal Revenue Service.

The project you propose must be non-commercial, politically non-partisan in nature, have a positive impact on society at large and be relevant to audiences of every race, creed and religion. It should also be of sufficient seriousness and public importance to warrant donations of our volunteer's valuable time and energy.

If your organization qualifies, *Committee for Causes* volunteers will donate their time and talents on a pro-bono (free-of-charge) basis, except for a one-time \$75 donation to the *Committee* that helps offset our office and communications expenses. The not-for-profit organization shall also be liable for all related materials and production expenses.

As a courtesy, we request the cooperation of each nonprofit organization that receives volunteer services through this Deeds 4 Needs program for publicity purposes. It is customary to provide a credit line in the finished piece that names the Deeds 4 Needs volunteer or firm whenever possible.



To apply, send us a letter answering as many of the following questions as you can.

1. What is the full name, address, telephone number, fax number, Web site and email addresses (if any) of your organization and who will act as the principal liaison between your organization and our volunteers?
2. When, where and for what purpose was your organization formed?
3. Is your group not-for-profit? What is its status with the *Internal Revenue Service*?
4. Who are the recipients of your organization's services and what services does your organization provide?
5. What is your specific need for creative services now?
6. How will the materials produced be used and what benefits would your organization realize from our efforts?
7. Have funds been allocated or budgeted for this project and, if so, what amount?
8. What is the time frame for preparing and implementing materials?

In addition to answering the questions above, please provide any written materials you have that describes your work.

Tear off this page, sign on back and return it with your letter to the COMMITTEE FOR CAUSES.

For consideration send us a letter answering the questions on the other side and send it, with this signed form to:

**Selection Chairman
The Committee for Causes
c/o ADCNJ
199 Prospect Avenue
North Arlington, NJ 07031**

If selected as a client of the ADCNJ Committee for Causes, our organization agrees to pay a one-time administration charge of \$75 and also to pay for all materials and production costs related to our project.

Name

Organization

Date





*Art Directors Club of New Jersey
Committee for Causes*

199 Prospect Avenue

North, Arlington New Jersey 07031

Tel: 201 997 1212 Fax: 201 998 7839