

In Depth Technical Assistance: Application Guide



The scoop. If your nonprofit is looking to dig into social media and what it can do for you, Engage:SD's in-depth technical assistance component may be for you. We're looking for five nonprofits in South Dakota who are ready to commit their time and energy to develop and execute a social media strategy for their organization.

In addition to development of a social media strategy, successful applications will receive a \$2500 grant to develop a new visual identity (logo, color palate, and core message development) with Bobbi Gaukel of One8y Creative. Organizations are required to provide a \$500 match in order to receive branding assistance.

Preference will be given to those organizations that are doing community/economic development work. Applications will be reviewed based on completeness of application, organizational need, ongoing participation with Engage:SD program, and ability to execute branding and social media concepts.

A detailed description of the in-depth technical assistance process is provided on page 2 of this guide.

Expectations. South Dakota nonprofit organizations who apply are expected to:

- 1.) provide a \$500 match for branding work with One8y Creative
- 2.) identify a social media 'street team' who will work with the Rural Learning Center and Bobbi Gaukel to develop a social media strategy and coordinate branding work
- 3.) commit to the eight week process (see page 2), including attendance at meetings and timely decision making
- 4.) complete application in its entirety
- 5.) share lessons learned with other nonprofit organizations via the Engage:SD Facebook page and other outlets as helpful

Timeline. Applications are due October 22, 2010, applicants will be notified of their status by October 29, 2010. You can submit your application to us via email (engagesd@ruralllearningcenter.org) or by mail to Engage:SD, PO Box 10, Howard SD 57349.

Organizations and volunteers should plan to commit 8 weeks to this effort. Organizations will begin either November 1, 2010 or February 1, 2011.

In-Depth Technical Assistance: Process Guide



In-depth technical assistance with the Engage:SD team will require your organization to identify a group we're going to call the social media 'street team.' Please think about how you can include a diverse group in this process.

If your organization is one of the five that are chosen for In-Depth Technical Assistance, the following 8-week process will be followed:

1. Listen and Learn Session

Prior to the Listen and Learn Session, organizations will be issued a street team 'challenge' that includes brief interviews with 5-10 people you meet on the street. Questions will be developed specifically for each organization, and responses will help guide conversation during the Listen and Learn session.

During our first meeting, members of your organization will meet with the Engage team to discuss the parameters of the project. As a guideline, we will review the 'creative brief' to determine the goals of your social media strategy and branding project. By the end of this meeting, a majority of the information needed to begin brand exploration will be in place. Additional information, if necessary, may be sought through follow-up conversations.

Suggestion: Keep your street team to a manageable number. The higher the number of participants, the more difficult it will be to complete the project as scheduled. The street team should also include those who are able to make decisions on behalf of your organization.

2. Brand Exploration

During this phase, Bobbi Gaukel of One8y Creative will prepare three distinct logos for your organization, based on the information gathered in the 'discovery' session. Other elements that are deemed important within the branding process may also be explored. These *might* include any of the following: website template, brochure covers, signage, community events, social media concepts or positioning lines.

3. Brand Presentation

The Engage team will meet with chosen decision-makers in your organization to present the initial branding concepts and to discuss and refine core messaging. Recommendations on behalf of the Engage team will be established during this meeting, and feedback from your organization will be gathered.

Note: This meeting may be face to face or via teleconference.

4. Social Media Strategy Development

During this step, the Engage team will work with your street team to develop relevant social media priorities for your organization. Using the "strategy worksheet" as a guide, we'll answer the questions of goals, audience, message, tools, tactics, and content that are unique to your organization.

5. Final Recommendations

A final revisionary process will take into account the feedback gathered during the brand presentation. A logo for your organization will be finalized. At this point, your organization may choose to adopt some/all of the branding concepts presented.

In addition, the strategy guide for your organization will be finalized and an implementation team will begin social media strategy execution with the selected branding concepts. The Engage team will remain connected for ongoing support related to strategy questions or technical use of social media.

Note that expenses for anything other than the logo itself are NOT included as part of the grant, however, the concepts will be yours to choose to move forward with.