



**about your organization**

Organization Name

.....

Headquarter Location

.....

Address

.....

Key Contact

.....

Name

.....

Phone

.....

Email

.....

What is your mission?

.....

Who do you serve? (Demographic and other descriptors)

.....

What is you organization's Annual Operating Budget?

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What is you organization's staff size (volunteer base)?

.....

How are you funded?

.....

Who are your major donors?

.....

Do you have targeted, untapped donor pools?

.....

**about your marketing needs**

Do you use marketing materials to appeal to donors?

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What is your annual marketing budget?

.....  
Do you have an established, consistent visual brand identity?

.....  
What sort of marketing materials have you produced in the past?

.....  
Do you have a website you are happy with? (If not what improvement is desired)

.....  
Do you print an annual report?

.....  
How did you produce your current marketing materials?

**the orange bike project**

What do you want Orange Bike Design to help you with?

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What is the objective of the work?

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What are the desired results?

.....  
What is the impact on the community you serve?

.....  
Who in your organization will be involved in the creative process?

.....  
Do you have established relationships with graphic designers or printers  
(or have in-house capabilities)?

.....  
What are your timeframe requirements or constraints?

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