

In the Name of Charity

If you think that your charity would benefit from TMB's email marketing expertise for 12 months then please complete this form and post it to the address overleaf.

Full name of contact

Position held at charity

Email address

Phone number

Charity name and number

Main aim of the charity

Date charity established

Charity website

Charity postal address

How many supporters do you have?

How many of these supporters have email addresses?

How often do you send emails to your supporters?

Do you currently work with any external marketing/fundraising agencies to help you manage your supporter communications? Y N

How do you think this free service will benefit your charity?

Please provide as much extra supporting information as you think useful (information packs, promotional literature, etc) we will read it all before we select our charity.

Terms and conditions

Definitions:

- ‘Applicants’ are the charities applying for the Free Services.
- ‘Charity’ is the one registered charity chosen to receive the Free Services from TMB.
- ‘TMB’ is the marketing services agency ‘The Marketing Bureau UK Ltd’ of Suite 10 Branksome Park House, Branksome Business Park, Bourne Valley Road, Poole, BH12 1ED, United Kingdom.
- ‘Free Services’ are the professional marketing services provided by TMB for which there will be no charge.
- ‘Period’ is the term that the Free Services will be provided for and is to be no longer than twelve months.

Qualifying for Free Services:

- Applicants must be registered with The Charity Commission <http://www.charitycommission.gov.uk/>
- Applicants must be based in Dorset.

Submissions and Selection:

- The Applicant must complete and submit the Application Form (by post or in person) no later than 5pm on Thursday 1st December 2011.
- TMB will select one successful Applicant from all applications received and we will notify all applicants on Monday 19th December 2011 by 5pm via email or telephone.

Free Services provided:

The following free services will be provided in 2012:

- Review of your recent supporter communications activity to date.
- Write a new Communications Strategy document for 2012.
- Design a new Email newsletter template.
- Copywriting and/or editorial support for each issue.
- Broadcasting up to 12 newsletter issues.
- Supporter list management.
- Online reports showing email performance.
- Regular progress updates via a private blog only you can access.
- Handover guide - so you can keep going on your own afterwards.

Working together:

- All face-to-face meetings will be at TMB’s offices in Poole (we can also use web meetings and telephone conferencing if it is easier for you).
- We will assign you a main contact (one individual) at TMB through which you will have access to our entire team of professionals.
- You will assign a main contact (one individual) with whom your TMB contact can liaise.

Publicity:

- We will write and publish media releases several times during the Period, publicising the aims of your Charity and how we are working together. You will be asked to approve each one prior to publication.

I have the authority to apply on behalf of this charity

I have read and understood the terms and conditions

Signature.....

Date.....

Please return this form to TMB, Suite 10 Branksome Park House, Branksome Business Park, Bourne Valley Road, Poole, BH12 1ED.

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