



**Nationally Affiliated Student-run Firm Proposal Application Form**  
Deadline: August 18, 2017

Name of Agency: \_\_\_\_\_

Name of University: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Name of Firm Adviser: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

**Once completed, please send this and your proposal to:**

Vice President of Career Services Demi Wolfe: [dwolfe.prssa@gmail.com](mailto:dwolfe.prssa@gmail.com)

Vice President of Professional Development Ashleigh Kathryn: [prssavppd@gmail.com](mailto:prssavppd@gmail.com)

National President Andrew Cook: [adcook22@gmail.com](mailto:adcook22@gmail.com)

Immediate Past President Emma Finkbeiner: [emfinky@gmail.com](mailto:emfinky@gmail.com)

## Proposal Requirements:

\*Proposals should include, but are not limited to the following:

- **Information about your Agency.** A brief history of the firm describing when it was founded, how it has evolved and the mission of the firm. Include the agency's website, bios of account team, firm size and past accolades.
- **Client List.** A client list with a brief description of each organization. The description should include what type of organization the client is, the services provided to the organization and how many staff members are working on the account.
- **Case Study.** At least two case studies detailing public relations campaigns implemented by the firm. Case studies should highlight the firm's best work and have four parts: research, planning, execution and results. Each case study should be two pages or less.
- **Adviser Letter.** A letter of support from the Chapter's Faculty or Professional Adviser. Two pages or less.
- **Your Pitch.** Let us know why you think your agency is the perfect fit for PRSSA National. What makes your firm stand out?
- **Executive Summary.** Overview of your strategic plan.
- **Situation Analysis.** Strengths, weaknesses, opportunities and threats.
- **Target Audience.** Who are we trying to reach? Include primary and secondary audiences.
- **Goals, Objectives, Strategies, Tactics.** Let us know your ideas, and how you recommend we implement them.
- **Evaluation.** Your plan to analyze and measure success.