About National Affiliation

National Affiliation Program
Though there are more than 110 student-run firms around the country operated by PRSSA Chapters, only those among the upper echelons are PRSSA Nationally Affiliated. Firms with this designation have successfully gone through an application process to ensure the firm is soundly based in three areas: a solid PRSSA/PRSA connection, a high level of professionalism and an effective structure.

Benefits for your Agency
Earning this recognition has many benefits, including the prestige of working for a firm that represents the best of the Society and inclusion in a future client referral system. Only firms that are Nationally Affiliated will be listed on this website for such requests. This type of referral system will provide greater opportunities for service and meaningful work for students. Lastly, only firms that have earned National Affiliation may apply for the Student-run Firm Awards.

Requirements
A firm must abide by the standards listed on the following page to become Nationally Affiliated. PRSSA Headquarters does not charge an application fee or any sort commission or fees once a firm is Nationally Affiliated. National Affiliation certification lasts three years, after which a firm must re-apply. Previous National Affiliation does not guarantee future National Affiliation, though it will be taken into consideration.

National Affiliation Application

Firms need to submit the following:
• **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 one case study detailing a public relations program implemented by the firm. Case studies should highlight the firm’s best work and have four parts: research, planning, execution and results. Two pages or less per case study.
• **Adviser Letter.** A letter of support from the Chapter’s Faculty or Professional Adviser. Two pages or less.
• **History.** A brief history of the firm describing when it was founded, how it has evolved and the mission of the firm. One page less.
• **Firm Directory Letter.** A letter from the firm director. Four pages or less.

Application Process:
We promise the National Affiliation is a great benefit to every firm which many can prove. Of course, we understand the application process may look complicated but it’s not. Especially, because you will have so many helping hands. We are here for questions and guidance. The PRSSA Headquarters and the Vice President of Professional Development with help you through every step of the process. Success is promised!