



LONG CADILLAC

The Cadillac of Cadillac Dealers *Since 1927*

In this, our 90th year, Long Cadillac will continue its tradition of giving back to our community by dedicating \$10,000 to one local charitable organization nominated by our employees and chosen by our management. In order to be considered, please review and fill out the attached form.

TIMELINE AND RESOURCES REQUIRED

Our process aims to answer our key questions, and will help us (a) decide whether to recommend a charity; (b) decide how to rank it relative to our other local charities; (c) create a basis for deciding which organization will use future funding most productively. Candidate organizations should have a minimum of two dedicated contacts to work along with the Long Cadillac team through all three phases.

Phase 1: January 1, 2017 - April 30, 2017

Long Cadillac will invite local organizations to apply for consideration. One or two hour phone conversations with candidate organization staff deeply familiar with the program will be requested to better understand the candidate organization's priorities, expansion opportunities, and internal operations. We will request internal documents, including documents that show how the candidate organization uses funds and tracks its impact.

Phase 2: May 2017

A site visit, generally mid-week, to an area where the candidate organization's program is being implemented. We will take notes and photographs on these visits and, request that the candidate organization review the notes, suggest any edits and, give us permission to publish them on our website and social media.

Phase 3: June - August 2017

Organizations who have successfully completed all the requirements and participated fully in Phase 1 & Phase 2 will remain under consideration for final recommendation. We plan to publish completed reviews and charity recommendations around June 20th. We will let candidate organizations know about our recommendation decisions prior to publication.

Each organization will be expected to provide coverage of their participation and solicitation of this donation from Long Cadillac on their social media channels, website, newsletter and any other appropriate media. Long Cadillac reserves the right to review any published content for approval and accuracy prior to publication.

Candidate organizations will be required to prepare a 10 minute presentation with a 5 minute Q&A to be held at our location in September (date TBD). Members of each organization are encouraged to attend in support of their group.

Please fill out the questions below completely.

SECTION 1 - ORGANIZATION

Is your charity a 501(c) (3) tax exempt nonprofit organization?

Do you have an affiliation with a national organization?

Does your charity have any religious or political affiliations? If so, please explain.

How many members sit on the board?

Is it a requirement that all members donate on an annual basis?

How many individuals (non board members) donate to your organization at least once each year?

Could you give a brief description of the history of your organization?

What is the current and primary mission of your organization? Please describe in 650 characters (with spaces) or less. If chosen, this copy will be your mission statement on published materials where applicable.

Please fill out the questions below completely.

SECTION 1 - ORGANIZATION (CONT.)

Do you have a relationship with an employee of Long Cadillac or any member of their family? If employee or a employee family member sits on charity board, please explain function and term.

Do you have any current or ongoing partnerships with any automotive companies or dealerships in the area? If so, please tell us about it?

SECTION 2 - FINANCIAL

Please provide your charitable organization's EIN or Tax Id number:

Is the organization up to date in filing its Form 990 with the IRS?

Are you registered to conduct fundraising activities in Massachusetts?

Is the board of directors comprised of volunteer or paid positions?

Would you be able to provide a final report outlining how funds donated by Long Cadillac are used, including if you leveraged the funds to gain additional support for your organization and how the funds furthered your mission?

Please fill out the questions below completely.

SECTION 3 - COMMUNICATION

Does your charity have a web site? If so please provide your URL.

Does your charity have a Facebook page? If so, how many "Likes" does your page have?

Does your charity have a Twitter page? If so please provide your Twitter handle.

Please provide a list of any other media channels or communication tools you are currently using:

Please provide the name and contact information of your media manager(s):

SECTION 4 - EVENTS AND PROMOTIONS

Does your organization have experience facilitating events open to the community?

Would you be able to provide creative examples displaying how the event was promoted to both charity members/supporters and non-members/potential supporters?

Would you be able to provide local event photographs and recaps outlining what was done, how many people attended and what were the results?

Please provide one to three examples of turnkey events you would host/coordinate with Long Cadillac should you be recommended for the donation.

Please fill out the questions below completely.

SECTION 4 - EVENTS AND PROMOTIONS (CONT.)

Please provide names and contact information (email and phone number) for a minimum of two dedicated organization members to coordinate campaign elements?

Please provide a quote from someone at your organization regarding the Long Cadillac donation application opportunity (ie: What would this donation mean to your organization?)