

1 What are the top 3 things I want to accomplish in doing free work?

2 How much am I going to give away?

What exactly are you willing to give? _____
How much will this cost the business? _____
What is your budget for this project? _____

3 How can I make it special?

How can you develop a name and visual identity that makes it fun and unique to you or your firm?

4 Find the right fit:

What's your selection process?

- Open a call for applications
- Take nominations
- Put it to a vote
- Set up an obstacle course for contestants
- Just choose one
- Create a reality tv show
- Draw out of a hat
- _____
- _____
- _____
- _____

Significant questions:

- Am I passionate about their cause? Y / N
- If we don't do this, then who will? _____
- What will happen if we don't act? _____
- Can they afford to pay for the work? Y / N
- Can they afford to pay for the implementation of the work? Y / N
- Is there a mandate from the top to change? Y / N
- Who will be the decision maker? _____
- Is there a board of directors? Y / N
- Are they bought into the idea of change? Y / N
- How much work is there to be done? _____

5 Get others involved:

What other services are needed? _____

Are there vendors you already partner with? _____

Do they care about the mission of the organization? _____

What deliverables will they commit to donating? _____

What timelines will they commit to? _____

6 Schedule and execute (like a normal project):

What are the normal steps in your process? _____

What are the land mines you need to avoid? _____

7 Tell a great story:

How can you best document this process? _____

How can you make your paying clients aware of your giving? _____

What other opportunities are there to leverage? _____

Email me (blake@matchstic.com) and tell me about it.