



Penniless Philanthropy – Pay It Forward

WHO

Twice a year I'll select a project to work on for someone or some group that really needs help and can't seem to get it. I will not charge for my time. In exchange, that person or group has to help someone else, free of charge, within 6 months as well.

WHY

Through out our lives there will be times when we need help and just can't seem to access it. And then, somehow the help finds us, sometimes in very unusual and unsuspected ways. In thanks for all the times that has happened for me, I am offering this Pay It Forward.

WHAT

You will get a consulting project that can be accomplished in 3 months from start to finish. This might be:

- Business audit to identify your priority need
- Program development
- Development of your brand
- Marketing plan
- Internet marketing plan
- Website development
- Social media strategy and implementation
- Strategic plan
- Other projects may also be negotiated with your ideas

You'll be added to my email newsletter list if you're not already on it. You are a partner in this project and your involvement is required, so you'll need to have a few hours to devote to this project each week. Your confidential data and information remains confidential. I will write an article about the project when its completed as a case study. You must pay it forward within 6 months of project completion and inform me of what you did to pay it forward.

WHEN

Deadline	Chosen project announced	Project start date
January 15	January 31	Immediate
July 15	July 31	Immediate

If you submit your application past the deadline, it will be considered in the next round.

HOW

Answer the questions on the next page. Your total application must not exceed 500 words. Email your completed questionnaire to lisa@blueribbonconsulting.com. I'll send you confirmation of receipt.

Name:

Business Name:

Address:

Email:

Phone:

Website:

How long have you been in this business:

What does your business do:

What is the problem or issue you want help with:

What have you tried so far:

If you can resolve this issue, what impact will it have for your customers and your business:

What ideas do you have about how you might Pay It Forward: