

PulsePoint Marketing Grant Application

CPR/AED Awareness Week (June 1-7, 2019)

The PulsePoint Foundation will be allotting eight, \$1000 grants to PulsePoint-Connected communities that showcase innovative and creative ways to promote PulsePoint, CPR and AEDs around CPR/AED Awareness Week, June 1-7.

Application Requirements

- Applications must be received no later than **April 1, 2019**.
- Submit completed applications to shannon@pulsepoint.org.
- Winners will be notified by **May 1**.
- Ideas shared in winning applications, where grants funds were provided, may be included in our May newsletter to all our community partners.
- All winning application initiatives must be executed in advance of, or during the week of, CPR/AED Awareness Week, **June 1-7, 2019**.
- If you include social media tactics in your application please tag @PulsePoint, @1000livesaday or share via the [PulsePoint Facebook](#) page.

Our team will judge submissions based on their creativity, ability to scale, potential effectiveness and best use of funds.

Agency and Point of Contact

Please indicate your agency/community/PSAP primary point of contact. Grant checks will be sent to the address below with the agency as the payee unless alternate instructions are provided in your submission.

Agency: _____

Name: _____

Title: _____

Email: _____

Phone: _____

Describe your agency and community served.

- *Cities/communities served*
- *Population served*
- *Number of years you've been PulsePoint connected*

Please list, in bulleted form, your marketing/PR ideas, associated costs, implementation timeline and visual examples.

- *Marketing/PR Initiative; what do you want to do?*
 - *Projected associated costs*
 - *Implementation timeline*
 - *Visual example(s)*
 - *Projected goal(s); what do you want to accomplish?*
 - *Ex: How many AEDs do you want to register?*
 - *Ex: How do you expect to increase your number of PulsePoint followers?*