

WE'LL SPLIT IT WITH YOU... ANNOUNCING THE



50/50



IWW COST-SHARING PUBLICITY GRANT

### What's the 50/50 Grant?

It's a program to help IWW Branches to attract new members by providing financial assistance and technical support for publicity campaigns. Interested branches should come up with a publicity plan for an event or campaign, a budget, and a time-line. Then you apply to the General Executive Board for use of the 50/50 funds. If accepted, your branch will get matching funds (up to \$800) to help pay for the expenses.

We also want to help other branches learn from what you did, so the GEB requires that a post-event report is made for publication in the GOB.

### Need Help Applying or Making a Plan?

Call or write (no e-mail, please)

General Headquarters  
IWW  
PO Box 13476  
Philadelphia, PA 19101  
215-763-1274

General Headquarters can also help you lay out advertisements or fliers that you might need to conduct your campaign.

### Deadlines

Deadlines for applications are on July 15 and October 15. Applicants may apply for all or part of the \$800 grant in each cycle.

Only Branches that have reported within 60 days prior to their application will be eligible for consideration.

### How Do We Apply?

Write a letter outlining your proposal and mail it to General Headquarters so that it is received by the grant deadline (e-mailed applications will not be accepted).

Your letter should be brief (no more than three pages) and should include details of the following:

- Description & reason for the publicity campaign
- Time-line
- Budget
- Paid advertising plan (if any)
- Plan for press releases
- Plan for free announcements and advertising
- Plan for distribution of fliers or other printed publicity materials
- Plan for following-up leads generated by the campaign
- Technical assistance required (writing press release, camera ready ads, fliers designed, etc.)
- Contact information for applicants.

No less than 30 days after the campaign has ended, a record of expenditures should be provided to General Headquarters and any unused funds should be returned.

### Examples of what the GEB is likely to fund are:

- Support for an event the branch is planning (like a lecture or video screening)
- Publicity to generate support for organizing drives
- Any other publicity which is likely to entice people to join or financially support the branch

The GEB is not likely to allocate funds for solidarity statements or congratulations ads, such as those that appear in program books.