



## Pro Bono Scholarship Guidelines

Ed Barks is pleased to offer his services to certain non-profit, educational, and charitable organizations on a pro bono basis. He donates his time and talents to causes he believes in and organizations he views as effective advocates.

The services cover a range of expertise in the areas of communications strategy, public speaking, dealing with the media, and advocacy. We invite you to consider this suite of options conducted in person or via video conference:

- An interactive 45-minute session for up to 10 of your C-suite leaders, top executives, and other spokespersons (Ed does not bore attendees with slides during these events; your participants are expected to actively take part, and to submit questions and issues for discussion in advance).
- A 30-minute advisory conversation with your C-suite or key board members.
- A 30-minute consultation with your most senior communications or public affairs officers (or both).
- A 30-minute session with up to 10 of your spokespersons on how to keep their communications skills sharp.
- An interview with Ed conducted by a member of your leadership, either before an audience or for a podcast, centering on the principles in one or more of [his books](#):
  - *Insider Strategies for the Confident Communicator: How to Master Meetings, Presentations, Interviews, and Advocacy*
  - *Reporters Don't Hate You: 100+ Amazing Media Relations Strategies*
  - *A+ Strategies for C-Suite Communications: Turning Today's Leaders into Tomorrow's Influencers*
  - *The Truth About Public Speaking: The Three Keys to Great Presentations.*

You are expected to handle the scheduling of your participants.

Non-profit and educational organizations wishing to apply for scholarships are invited to submit requests in writing via email to [ebarks@barkscomm.com](mailto:ebarks@barkscomm.com). In your request, outline the following in no more than 500 words total:

- Why you want Ed to provide pro bono services
- The type of service you are requesting
- Which courtesies listed below (or alternatives) you propose to provide
- Basic background about your organization

We request a few simple courtesies when entering into an agreement to provide pro bono services. The following options are offered for your consideration. Most organizations select a handful of items from the list below. We encourage you to get creative and, if you wish, propose alternatives that better fit your situation:

- Contract now with Ed to invite him for a paid engagement at one of your future meetings;
- Use your educational or materials budget to arrange a group purchase of [Ed's books](#) for your executives, clients, customers, and staff members. You may mix and match titles:
  - *Reporters Don't Hate You: 100+ Amazing Media Relations Strategies*
  - *A+ Strategies for C-Suite Communications: Turning Today's Leaders into Tomorrow's Influencers*
  - *The Truth About Public Speaking: The Three Keys to Great Presentations*
- Invite Ed to be a guest on your organization's podcast;
- Allow Ed to invite a small number of guests to the session where he will speak;
- Give us full rights and unrestricted use of video and still shots from the meeting taken by your video crew;
- Arrange video meetings or telephone calls within one week of the engagement in which you will introduce Ed and recommend his services to three top executives in three separate businesses that we agree are good candidates for our services. We expect you to confirm these meetings prior to Ed's appearance at your event;
- Promote Ed for national and regional events held by your organization;
- Provide complimentary registration to future events of yours;
- Provide Ed with a complimentary membership in your organization;
- Assist him in getting radio, television, newspaper, podcast, and blog interviews;
- If your event is open to the public: Conduct an aggressive media (both traditional and digital) outreach campaign promoting his appearance at the event both before and after the program;
- Promote Ed's services with two articles in your flagship publication; one article will appear before Ed's program, the second afterwards. Both articles will include his biographical sketch and contact information;
- Write and forward to us within one week of our services a letter of recommendation from your top official that you agree to let us distribute in any and all marketing efforts;
- Record video testimonials about the benefits attendees gained from Ed's advice.

Important note: Barks reserves the right to reschedule pro bono events up to two weeks in advance if one of our full fee clients requests our services at the same time your event is scheduled.

We invite you to submit your request for pro bono services in writing, as outlined above, to Ed Barks at [ebarks@barkscomm.com](mailto:ebarks@barkscomm.com).

Thank you for your interest. We look forward to helping you achieve your organization's business and public policy goals.