Designsensory

designsensory.com/impact-grant-program

COMMUNITY IMPACT GRANT

A quarterly initiative dedicated to empowering East Tennessee nonprofits by providing pro bono advertising and marketing services.

$10,000
in Designsensory marketing, creative, and technology services each quarter.

ONE NONPROFIT
selected each quarter by the Designsensory leadership team.

SERVICES, NOT CASH
Scope is shaped with you around your highest-priority need.

ELIGIBILITY

YOU CAN DO IT.

- [ ] Be based in, and serve communities within, the Knoxville DMA, including the following counties: Knox, Blount, Anderson, Sevier, Loudon, Jefferson, or Roane.
- [ ] Have a specific marketing project or need that aligns with Designsensory's services, grant offering, and project timelines.
- [ ] Be a registered 501(c)(3) organization or similar status under U.S. tax law.
- [ ] Provide proof of tax-exempt status (IRS determination letter) and be in good standing with the IRS.
- [ ] Disclose your annual budget and revenue.
- [ ] Not be an organization whose primary mission involves advancing a particular religious or political agenda, rather than delivering community services.
- [ ] Agree to Designsensory's terms and conditions.

BEFORE YOU APPLY

GATHER THIS

The online application has three steps. Have these ready before you start.

1. Contact Information

- [ ] Organization name and website
- [ ] Primary contact name, email, and phone
- [ ] Organization address (Knoxville or surrounding counties)
- [ ] 501(c)(3) / tax-exempt paperwork (PDF, up to 30 MB)

2. Tell Us About Your Mission

- [ ] Years in operation
- [ ] Annual revenue range
- [ ] Mission and vision (100 words or less)
- [ ] The impact you aim to achieve in the local community (300 words or less)

3. Service Request

- [ ] The service that would benefit you most:
  Webflow Site Template / Audit · Social Media Templates & Reels · Digital Asset Creation · On-Site Video Production · Research & Audience Insights · Influencer & Experiential · Other
- [ ] How this service supports your goals or mission (300 words or less)
- [ ] Whether you've worked with a creative or marketing agency before
- [ ] Anything else you'd like to share (optional)

FREQUENTLY ASKED QUESTIONS

What is the Designsensory Community Impact Program?

The Community Impact Program is a signature community investment initiative launched in honor of Designsensory's 25th anniversary in 2026. The program commits $40,000 annually in agency services to East Tennessee nonprofits through quarterly $10,000 grants.

What does the Designsensory Impact Grant include?

Each grant provides a $10,000 investment in Designsensory's strategic marketing, creative, and technology services. The $10,000 value is based on Designsensory's normal pricing, and does not include ad spend. The scope of the grant is customized collaboratively around the recipient's highest-priority need.

Is the grant a cash donation?

No, rather than providing financial assistance alone, Designsensory is investing its people, expertise, tools, and multidisciplinary capabilities to help nonprofits address strategic challenges.

Who is eligible to apply for the grant?

Eligible applicants must:

- Be a qualified, registered 501(c)(3) nonprofit organization.
- Serve communities within East Tennessee – counties in the Knoxville DMA.
- Demonstrate a clearly defined mission, measurable community impact, and organizational readiness.

How does the application and selection cycle work?

The application process is rolling, but the selection process will be done each quarter. 4–8 weeks before the beginning of the next quarter, the Designsensory leadership team will review all submitted applications and select the organization that will receive the grant. If your organization is not selected immediately, Designsensory will consider your application during the next quarter.

When will the competitive application process officially open?

The application window to select next quarter's grant recipient opens on the first business day of each quarter. Applications close on the announced date for a quarter, after which selections will be made.

How are applications evaluated?

Applicants are evaluated based on five primary considerations:

- Community Impact
- Strategic Need
- Organizational Readiness
- Opportunity for Impact
- Fit + Feasibility (which includes evaluating Designsensory's internal capacity to deliver the work)

When will the project work begin if my organization is selected?

Engagements should begin within approximately two to three months of the applicable application period. The exact project timing is based on the finalized scope and available agency capacity, and the work does not have to begin and end within the same quarter.

READY TO AMPLIFY YOUR MISSION?

Apply online at **designsensory.com/impact-grant-program**

PHONE
+1 865 690 2249

EMAIL
info@designsensory.com

ADDRESS
1740 Commons Point Drive
Centerpoint Commons Bldg 1
Knoxville, Tennessee 37932

SCAN TO APPLY