**Center for Human Services**
changing lives **building** futures **helping** families

# Marketing Project Request Form

*Please complete this form and email it with all attachments to the CHS communications manager.*

**Project Title** _____

**Is this a revision?** ☐

**Contact Name** _____ **Department** _____
*(person who will be notified to approve project drafts)*

**Phone** _____ **Email** _____

**Finalized copy, high-resolution images and logos must be submitted before the project can be considered and added to the queue. Please allow a 2-4-week turnaround from submission date. Please note that campaigns and long publications require a longer turnaround time.**

**Submission Date** _____ **Desired Delivery Date** _____

## PROJECT TYPE *(one project per request form)*

☐ Marketing Campaign  ☐ Flyer  ☐ Website Update  ☐ Event Program
☐ Ad (Print/Radio/TV)  ☐ Poster  ☐ Press Release  ☐ Other _____
☐ Postcard  ☐ Brochure  ☐ Social Media Post

**SIZE** *(width x length)* for print publications

☐ 4 x 6  ☐ 8.5 x 11  ☐ 24 x 36
☐ 5 x 7  ☐ 11 x 17  ☐ Other _____

*(circle one)* | L | P |

**PROJECT DESCRIPTION** *or special requests/instructions:*

[ ]

**OTHER DETAILS:**

Would you like us to assist with printing?  ☐ Yes ☐ No ☐N/A

   If yes, please explain: _____

Will this project need to be mailed?  ☐ Yes ☐ No ☐N/A

Have you requested another project that this will coordinate with?  ☐ Yes ☐ No ☐N/A

**AUDIENCE** _____

**GOALS/OUTCOMES:**

What is the intended outcome for this project? _____

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### Staff Check List

*In efforts to be efficient, please attempt to make all changes at one time. During the proofing process, your project may have up to three proofs. Check your proof carefully for errors and omissions (content, spelling, addresses, phone numbers, dates/calendar, photos and sizes). Please mark all corrections on the PDF proof. We will correct changes noted in the PDF only. There are two options for approval: APPROVED to produce, and APPROVED to produce with noted corrections. Once approved, no additional edits or corrections will be made and the job will be closed. If for any reason your project is cancelled, please notify our department to save resources. Should an additional proof be required, a follow-up meeting will be scheduled to discuss project progression and direction.*

☐ Completed the **Marketing Project Request Form**
*(Jobs cannot be opened until all fields are completed)*

☐ Attached/Emailed **Final Copy** in a Microsoft Word document
*(Must be proofed/approved by department head)*

☐ Attached/Emailed **High Resolution Photos & Logos**
*(If too large to email please upload through our online form. The Communications Dept. can also provide logos and photography)*

**SIGNATURE REQUIRED**

_____

**QUESTIONS? CONTACT:** Jessica Irish, *Communications and Brand Manager*, jirish@centerforhumanservices.org, (209) 526-1476 ext. 116
Desiree Cervantes, *Marketing Coordinator*, dcervantes@centerforhumanservices.org, (209) 526-1476 ext. 136

# Working with the Communications Department

These guidelines are a blueprint for the design and production of CHS print and digital publications, outlining how the CHS Communications Department can use language and design to communicate effective, project-specific materials and steward clear, consistent messaging for the agency.

All marketing project requests must be submitted through the Marketing Project Request Form. You can submit a form online or download a printable form (PDF) at www.centerforhumanservices.org/marketing.

Any projects designed without the assistance of the Communications Department need to be shown to the CHS Communications and Brand Manager for final approval before using. The department is here to maintain brand consistency for CHS and we appreciate your help doing so for internal and external audiences.

## The Role of the Communications Department

**We will coordinate the development and production of:**

Flyers, brochures, programs
Invitations, announcements, postcards
Advertisements
Signage (e.g. posters, storyboards)
Giveaways (e.g. CHS pens, pencils, magnets, etc.)
Stationery (e.g. letterhead, note cards)
Video production
Website pages/changes

**We will assist with:**

Developing concepts
Defining audience
Scheduling production and delivery
Setting a budget
Choosing a format
Securing photography/selecting photos
Copy editing and proofreading
Approving printer's proofs
Tracking progress

### Best Practices for Staff

- Choose a project manager.
- Set a realistic timeline with sufficient advance notification.
- Define and clearly communicate your expectations.
- Secure all the necessary approvals.
- Proofread for factual content.
- Ask questions.
- Stay in touch.
- Provide advance notice of upcoming jobs.
- Create consensus on priorities, goals, scope, and resources.
- Stay within the agency-approved style guide.

### Questions to Consider

- Who should be involved in the planning process?
- Who has permission to give final approval for production?
- Who is the primary audience?
- Are there other audiences to reach?
- What is the budget?
- What is the deadline?
- What are the major content areas?
- How should the information be structured?
- How will the piece be used?
- How will the piece be distributed?
- What quantity will be needed?
- Will there be a web component?

**QUESTIONS? CONTACT:**

Jessica Irish, *Communications and Brand Manager*, jirish@centerforhumanservices.org, ext. 116
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