Planning Successful Marketing

Whether it’s a Facebook post, printed flyer or yard sign, we want to produce marketing and communications that will help you achieve your organizational goals! Our goal as a department is to partner with you to create professional marketing materials that convey your message and inspire action. The Marketing Project Request Form is a tool to help us all work together to achieve this goal effectively and efficiently.

What is the request form for?
- Use this form to request any marketing project/service outside of what is provided standard in the Affiliate Marketing Services Plan.
- Submit ONE form per event/cause/campaign.
- GSCF Marketing will contact you within seven (7) days about your request.

Planning Your Project

The request form has been designed to help you think like a marketer and achieve measurable results! Here are some tips to help you get started:

1. **Purpose:** Think big-picture. This drives the project!
   - Why are we sharing this information?
   - Why are you requesting this project?

2. **Target Audience:** We must be clear about who we are talking to before choosing a delivery method.
   - Who has the power to help you achieve your goal?
   - “Everyone” is not a target audience!

3. **Call-to-Action:** Effective marketing inspires the audience to take action or change their feelings.
   - What do we want the audience to do or know to further engage with the foundation?
   - What measurable action needs to happen to help us achieve our goal?

4. **Content Requested:** Our message won’t be effective if it doesn’t reach the right people!
   - Think about the best ways you can reach your audience where they are.
   - How will we share the message?
   - This should include all materials needed by the requested deadline.
   - Consider the cost of producing the content versus how effective it will be in achieving your goals.

Where do I find the request form?
- A link to the form is located under “Board Member Links” on the homepage of your foundation’s website.
- Or visit www.gscf.org/marketing

When should I submit my request?
- It is recommended that you start discussing and planning your project at least 60 days before you need the finished product.
- We recommend submitting a project request at least 30 days before you need the finished product.
- If you don’t yet have answers to all of the required* questions on the request form, you need to do some more planning.
- We’re happy to help you through this process! Just email us your questions or to schedule a phone call!
- Time-sensitive website updates or Facebook posts will be considered and prioritized as our schedule allows.
Marketing Request Form Worksheet

* = Required question

Name:* Who is the leader for this project? Projects are definitely a team effort, but this person will be responsible for bringing everyone together and seeing it through to the end! (In most cases, this should not be the board chair.)

Project Name:* Choose something simple and descriptive. (i.e. Match Month Brochure or Community Banner)

Urgency:* How urgent is this request? (choose one) □ High □ Medium □ Low

Project Completion - Target Date:* When do you need final outputs/deliverables to be complete and in your hands? This determines the project timeline for drafts, edits, etc., which will be shared with you. Please note: Deadlines will depend on workload at the GSCF office. It is highly recommended that you provide 30 days advance notice to make sure we can adequately provide what you need on time!

Purpose:* Why are we sharing this information? Why are you requesting this project? (choose one) □ Educate □ Ask □ Thank □ Report □ Celebrate

Who is your target audience?* Pick 1-3 groups that you’re trying to move to take an action. The fewer the audiences, the more targeted and specific our message will be! (choose 1-3 options)

Call-to-Action:* What do you want your audience to do or feel? (Think action words!) What actions do you want to happen as a result of this communication? (choose 1-3 options)

Content Requested/Deliverables:* How do you want to reach your audience? How will you distribute your message? Please select all that apply!

Budget:* How much do you have to spend total on the production of this marketing project/materials? _____________

Project Description:* Be as detailed as possible! Include date, time, address, RSVP, cost, hosts, key messages, etc. If you requested a donor list, or marked “other” above, include details here. List everything we need to get the work done.

Production Specifics: What are the physical limitations/requirements for this project? How many copies do you need? Will you be printing in color, black and white, or both? Size requirements for your materials? Date to release info?

Do you want GSCF to coordinate printing services for you?* If we print for you, we will choose the most affordable printing option that meets your needs and timeline. GSCF will contact you to arrange pick-up or delivery. (choose one) □ Yes □ No, we will print locally. □ N/A

Attachments: What supporting documentation/photos/etc. do you plan to upload? Who has these items?

Now that you have answers to all of these questions, you’re ready to submit a request! The form link is located under “Board Member Links” on your foundation’s website, or visit www.gscf.org/marketing.