

# 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.

## 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.

## 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](http://www.gscf.org/marketing)

## 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.

# 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)

Community at-large  Current Donors/Fundholders  Potential Donors  Grantees/Nonprofits  Professional Advisors  
 Community Leaders  Other (specify in Project Description)

- ▶ **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)

Give  Start a fund  Volunteer  Apply for a grant  Attend an event  
 Tell a friend  Share this post  Read a story  Watch a video  Visit our website  
 Learn something new  Give us your feedback  Tell us your story  Send us your photos  
 Contact us/connect with a board member  Other (specify in Project Description)

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

Facebook Posts/Event  Website Updates  Press Release  Newspaper Ad  Flyer  
 Postcard  Brochure  Letter  Thank You Card  
 Donor/Grantee List (specify parameters in Project Description)  Other (specify in Project Description)

- ▶ **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!**

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