



Communications & Marketing Request Form

INTAKE DATE:

CONTACT PERSON:

PROJECT REQUEST (i.e. publicity, mailing, event support, publication, advertising)

MARKETING OBJECTIVE (i.e. encourage attendance, build enrollment, raise funds)

TARGET AUDIENCE(S) (i.e. age, occupation, geographic location, interests)

PROJECT BUDGET

TIMELINE

PLANNING AN EVENT?

The timeframe for most items is 6 – 12 weeks prior to the event. Keep your budget in mind.

DATE:

TIME:

WHERE:

COST:

Below is a checklist to help you plan communications support for your event:

Web / Digital

☐ External Web Site

Internal Publicity

☐ Campus News

☐ Kiosks / Display Cabinets/Plasma Screens

☐ Everyone / All Student Email

☐ Intranet

☐ Campus Flyers/Posters

External Publicity

☐ Press Release, Media Alert

☐ Advertising, Posters

☐ Community Events Interviews (Radio & TV)

Paid Advertising

☐ Ad Design and Media Buys

Photography

☐ Internal Photographer, if available

☐ Check out Digital Camera

OTHER

☐ College Display Boards / Backdrops

☐

Contact Erin Granger at erin.granger@gfcmu.edu or (406) 771-4314 for more information. Submit your request to Erin either in hard copy or by email. Thank you - we look forward to working with you.

4/12/2016