

MARKETING DEPARTMENT WORK ORDER REQUEST PROCESS

This document outlines the processes for requesting support from the Marketing Department and submitting materials for inclusion in publications and on the website. The Marketing Project Work Order Submission & Request Form should be used to facilitate the understanding, scheduling and development of a project. This process will also enable the department to strategize on council-wide use of projects. The submission form should be used for the following situations but not limited to:

- To submit "publish-ready" publication and website content
- To submit material to be used to develop a project
- To request that a project be reviewed
- To design collateral(s) to support project or event

Pre-submission Checklist: The following checklist should be used prior to submitting a Marketing Project Work Order Submission & Request Form.

- ☐ Complete marketing project Work Order Submission & Request Form
- ☐ Review the Project Timeline Guidelines to ensure enough time is allotted to complete the project
- ☐ Acquire project development approval and/or review by supervisor
- ☐ Review materials for accuracy and information (facts, dates, times, etc.)
- ☐ Edit material for style, grammar accuracy, and formatting (*Refer to Council Style and Graphic Guidelines*)

When requesting that material/projects be created, the requester is responsible for providing most content and detailed instructions on what the project should look like. Staff members are responsible for considering what should be included in the material and/or project and implications related to department-specific or council-wide policies and procedures.



Project Timeline Guidelines:

The following project timelines are **a guide** to assist staff with planning for collaboration with the Marketing Department. The department will review requests as they come in and provide an estimated date/time of completion **based on the department's workload at the time**. The timelines are based on when limited revision time is required. **The project timeframe begins once the Marketing Department confirms action on the project.**

Reviewing written material (1-3 pages)	10 business days
Reviewing written material (5 pages or more)	12 business days
Writing content for a council publication	3 weeks prior to the publication's submission deadline
Copying/printing outsourced, such as 4-color offset printing or quantities in the 1000s	Time based on bid (usually 17-19 business days)
Branded E-mail Distribution (i.e. e-mail to event attendees)	10 business days
Document/Form creation	Time determined based on project
Minor editorial changes to existing material	
(electronic resource)	10 business days
(followed by in-house printing)	12 business days
(followed by outsourced printing)	13 business days plus time based on bid (7-10 business days)
Major editorial/formatting changes to existing materials	
(electronic resource)	10 business days
(followed by in-house printing)	10 business days
(followed by outsourced printing)	10 business days plus time based on bid (12-15 business days)
Collateral material with few graphics	12 business days (first draft)
Graphically-focused collateral material	15-17 business days (first draft)
Graphics/Logos creation and alterations	10 business days (first draft)
Web page creation/updates	8 business days (web content template must be submitted)
Social media post/campaign	8 business days

When a project has multiple components consider each component a separate project to consider the overall time required for the Marketing Department to complete the project. The Marketing Dept will provide completion date within 48 hours of work order submission.



MARKETING DEPARTMENT PROJECT WORK ORDER & CONTENT SUBMISSION FORM

Requestor: _____ Dept. _____ Phone Ext. _____

Project Title: _____

Date submitted: _____

Requested due date: _____

Requested end date: _____

Approved by: _____ (All marketing work orders must be approved by a Manager, Director/VP, or Chief)

Project type (mark with "X" all that apply for this project title):

☐ advertising ☐ e-blast ☐ flier/forms/collateral ☐ merch. design ☐ presentation ☐ press/media
☐ publication ☐ script ☐ signage ☐ mailing/printing ☐ website* ☐ other

Project size/specs (if applicable) _____ Paper weight (if applicable): _____

Quantity (if applicable) _____ Paper weight (if applicable): _____

E-blast (if applicable) ☐ e-news ☐ Future Focus ☐ 100th Anniversary ☐ Other _____

Proof or draft approval required ☐ No ☐ Yes If yes, needed from _____

Budget Code: _____

DESCRIPTION (Please provide additional description of project if necessary):

*For website or webpage content requests, use web content template located S:\Website\Website Content Template

CONTENT (Provide text to be placed/used on project, attach pages or indicate emailed if applicable):

*For website or webpage content requests, use web content template located S:\Website\Website Content Template

- Please provide detailed instructions about this project. Sample or exact text should be outlined attached. Design instructions and any samples or proposed layout should be attached.
- Review materials for accuracy and information (facts, dates, times, etc.); Edit material for style, grammar accuracy, and formatting (*Refer to Council Style and Graphic Guidelines*)
- When requesting that material/projects be created, the requester is responsible for providing most content and detailed instructions on what the project should look like. Staff members are responsible for considering what should be included in the material and/or project and implications related to department-specific or council-wide policies and procedures.
- Projects will be completed based on priorities in the Marketing Department and the order in which they are received. Projects submitted by 3:00 p.m. will be placed on the schedule the same day. Requesters will receive notification regarding when the project will be scheduled and expected completion date within 48 hours of work order submission. **Submit this form along with sample documents and graphic elements (if needed) to communications@girlscoutsla.org.**

Mktg Dept Use: Draft date assigned: _____ Final date assigned: _____