

This Communications Request Form has been developed to enable us to effectively and efficiently manage the many requests for communication at M'kor Shalom.

When you are starting a project, planning a program, or trying to get the word out about something, it is important to think through the whole project and the many ways you may want/need to communicate it. This will help us create communications which can be used for all the things you need, saving time vs. doing one thing at a time, and providing for clearer and more consistent communication.

NOTE: This form MUST be submitted at least 30 days in advance of an event's RSVP date, or of the actual event date if no RSVP required, in order for our Communications team to be able to ensure the materials are done in time.

There is a turnaround time to get things developed, of anywhere from 5 days to several weeks, depending on the extent of the work as well as the current priorities and workload.

We will do our best to meet your needs.

COMMUNICATIONS REQUEST FORM

NOTE: This form MUST be submitted at least 30 days in advance of an event's RSVP date, or of the actual event date if no RSVP required, in order for our Communications team to be able to ensure the materials are done in time.

(please print CLEARLY)

Event Name: _____

Event Date: _____ **Event Time:** _____

Name of person filling out form: _____ **Form Completion Date:** _____

Contact info (email, phone): _____

Role (staff, leadership, committee chair, etc.): _____

Project (e.g. event, announcement, etc.): _____

Event Description: _____

Event Location (room): _____

Sponsoring Committee: _____

Additional Contacts with emails: _____

Cost of Event: \$_____/member \$_____/non-member \$_____/adult \$_____/child (ages:_____)

\$_____/senior \$_____/early registration \$_____/other: _____

Is this something that has been done before (e.g. Passover Wine & Horseradish Sale), or is this a new event/program?

If this has been done before, describe changes or anything you want to re-use from past communication):

Who is the 'target' audience for the communication: (check all that apply)

current members non-members potential members

general community families parents seniors

other (specify): _____

Specifics:

- Are there certain images you want to use in the communication? _____
- Is there other information you can provide about the communication to help us – the tone you are looking for, etc? _____
- WHEN is the communication needed? _____
- What is the purpose of the communication? (check all that apply)
 - create awareness generate sign-ups distribute information
 - other (specify): _____

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• **Types of communication needed/desired (be realistic):**

- image and/or logo needs to be created (attach draft, if available):
 - black & white color
- website – special webpage, or mention/announcement
- paid advertising (this presumes person requesting has budget for this)

Where? _____ When? _____
- Flyer Poster: size _____ *Note: Sample/draft flyers, etc., are happily accepted*
- Outdoor signage at M'kor Shalom (attach draft, if available) NOTE: 2 weeks' notice needed
- Jewish Community – Fed Flash, Community Calendar, e.g. (please provide short summary)
- M'kor Shalom internal communication – email, M'korMail, E-Minders, etc. (please provide short “blurb” or summary)
- Social media – Facebook, Twitter, other: _____

Are you re-using information and/or images/logos from the past? no yes: _____

If so, please attach or state where to find it: _____

• **Other info:**

- Are you providing pictures to be included in communication? no yes: _____

- Are there other logos, sponsors, other info to include? no yes: _____

- Provide all copy you know you want (specify): _____

- Is there an “RSVP by” date for registration for event? no yes: _____

FOR OFFICE USE:

CW Account Code: _____

Form Received by: _____ *Date Received:* _____