

This form will help you think about the goals of your project and help us with its planning. Please use it as a worksheet before meeting with the Communications and Marketing staff, who may ask additional questions and make recommendations to help achieve your goal. This can be printed and brought back to our office with samples and copy attached or may be emailed to either rebeccar@foundation.siu.edu or britnib@foundation.siu.edu.

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* Please allow for 5 days turnaround time.

THE FOLLOWING IS A REQUEST FOR: New project Update/Revision

YOUR NAME: _____ PHONE: _____

PROJECT DESCRIPTION: _____

TARGET AUDIENCE: _____

WHAT IS THE PURPOSE OR GOAL OF THE PROJECT? _____

TARGET DATE: _____ OTHER CRITICAL DATES: _____

HOW WILL COPY BE DEVELOPED? Draft provided Sample

DESIRED IMAGES: _____

OTHER DETAILS: _____

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FINANCIAL INFORMATION:

PROJECT BUDGET: Already have estimate Need estimate No estimate required

Anticipated budget: _____ Authorized signer: _____

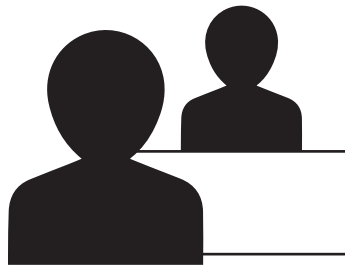
ACCOUNT TITLE & NUMBER _____

APPROVAL SIGNATURE: _____

THE PUBLICATION PROCESS



1. Development officer has an idea for a project.



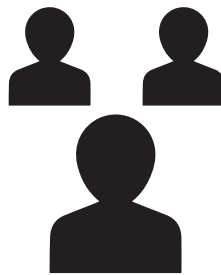
2. Executive director of development approves.



3. Submit project request form.



4. Set up meeting with communications staff.



5. Discuss design and copy with communications staff.



6. If needed, communications staff will get quote on costs for printing or production.



7. Communications staff will edit or create copy for review; design takes place after copy is approved.



8. Final project is approved and submitted to printer.



9. Project delivered as physical product or electronically.