



COMMUNICATIONS REQUEST

Submitted to Comm. Dept.: _____

Promo Plan/Designs Approved: _____

NOTES: _____

RELEASE DATE: _____

Date: _____

Kill Date: _____

Program/Project: _____

Contacts: _____

1. Project Summary and Goals:

- Summarize
- Measure of success

2. Description of Audience:

- Primarily for church/Day School/other
- Beliefs in place
- Secondary audience

3. Objectives:

- Strategy
- Positioning

4. Message:

- One-sentence
- Other major points
- WIIFM?

5. Response desired:

6. Medium:

- In-house publications
- Email/web
- Purchased space

7. Special Circumstances:

- Logos/artwork
- Photos

8. Budget:

- Amount
- Account No(s).