



# Operations Manual

<b>Governed By:</b> Marketing/Communications	<b>Effective Date:</b> 01/01/2013
<b>Procedure: # 8 -</b> Marketing Requests	<b>Updated Last:</b> 12/08/2014
<b>Purpose:</b> To ensure that marketing requests are processed efficiently	
<b>Refer to Policy #:</b>	

## Summary:

Due to the high volume of requests that come through the Marketing and Communications department, some new procedures are in place to help streamline internal processes and make marketing operations more efficient. These procedures will also help to support consistency, quality, and branding throughout all marketing materials moving forward.

The marketing department is here to help all of CEO's programs reach their individual goals. But the marketing department is also in place to ensure that a consistent "CEO brand presence" is maintained across the agency as a whole, so that the CEO brand is recognizable in the eyes of the local public. This supports the agency's efforts in securing local partnerships, as well as donations and additional funding.

The Marketing and Communications department cannot oversee all communications. Letters home to parents or customers, for example, do not need to be approved by the Marketing and Communications Officer. However, Program and Center Managers are expected to review and approve such communications, checking for spelling and factual errors, looking for proper language use, and **checking to make sure that the CEO logo is always present.**

In response to manager feedback, a Microsoft Word flyer template has been made available on the intranet for program use. This template includes very specific instructions which should be followed by staff to ensure that materials meet agency communications standards. Completed flyers created by program staff should be reviewed by program managers to ensure that there are no spelling errors and that all information is correct and up-to-date. Of course, if a program would prefer to have the Marketing and Communications department develop a flyer, that is always an option as well.

Program Newsletters do not need to be developed by the marketing department. However, **they should be created using a CEO approved newsletter template, and submitted to the marketing department before distribution for review/approval, and** must meet the following minimum requirements:

- Contact information, including program location, must be clearly visible on the document



# Operations Manual

- All information should be double-checked for accuracy and free of typos and grammatical errors

**Please refrain from creating the following marketing materials on a program level.** If your program is in need of these materials, please submit a request to the marketing department using the Marketing Materials Request Form:

- Postcards
- Brochures
- Event invitations
- Media advisories
- Press releases

When submitting a request for marketing materials using the Marketing and Communications request form, please adhere to these guidelines:

- *Please provide at least two weeks' notice for all in-house marketing requests* (including website changes), and three weeks' notice for ad placements, promotional items, or professionally printed materials.
- Please verify, before requesting an ad or other marketing materials that must be purchased, that your program has adequate funds to cover the purchase. The Marketing and Communications department does NOT have access to program budget information.
- Marketing requests should be submitted using the **marketing request form** which is available via the intranet in the Marketing and Communications section.
- Please include with your marketing request form the text and photos you would like the marketing department to use in your materials. Providing this information up front will reduce the turnaround time for most marketing requests.

Once a request is submitted, you will receive confirmation of the order. The marketing department may ask for additional information. A draft of the requested materials will be sent for you review, and you will have the opportunity to provide feedback. Within three days of offering feedback, you will receive a finalized proof. Please allow additional time for printing materials in-house – especially for a high volume of materials.

<b>Program or Site:</b> (program name)	<b>Effective Date:</b> (mm/dd/yyyy)
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# *Operations Manual*

<b>Procedure:</b> (procedure name)	<b>Updated Last:</b> (mm/dd/yyyy)
<b>Purpose:</b> (what is the purpose of this procedure?)	

**Summary:**