

COMMON PRODUCT MENU & TIMELINE

EMAIL

2 WEEKS PRIOR TO SEND

What to Expect

MarCom will provide a photo

One call to action

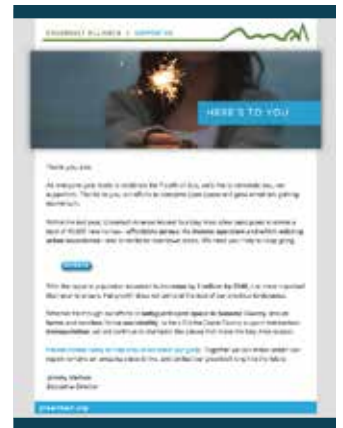
One message

Editorial for short, concise writing for online reading

Schedules can shift due to full organizational calendar
(advancement, program, e-news, urgent events)



Email template: act



Email template: give

ENGAGE ACTION

2 WEEKS PRIOR TO SEND

What to Expect

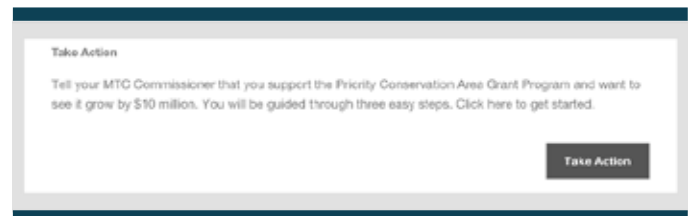
MarCom will provide a photo

One call to action - Take Action

One message

Editorial for short, concise writing for online reading

Indicate urgency and if MarCom should share your action in e-news, action alert email, or social for broader audience exposure



Engage action template

EVENT

6 WEEKS PRIOR TO EVENT

What to Expect

MarCom will provide a photo

One call to action

- RSVP managed through Eventbrite

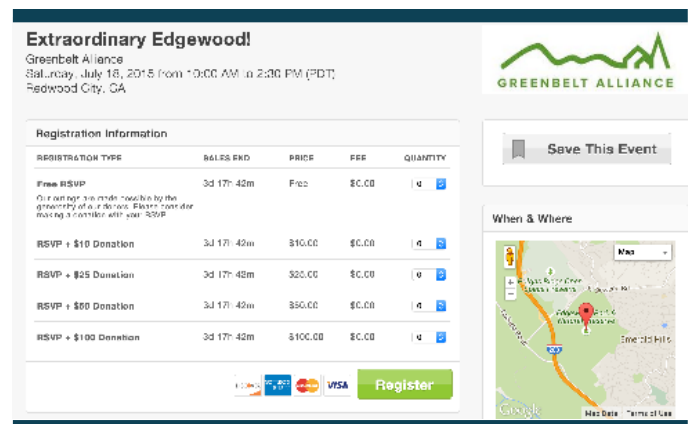
- or direct email response to you

One message

Editorial for short, concise writing, and online reading

MarCom schedules all emails, follow-up communications, and autoresponders at time of creation

Indicate if MarCom should add your event into upcoming e-news or social for broader audience exposure



EventBrite event template

Email template: event



FLYER/FACT SHEET

1 WEEK

What to Expect

MarCom will provide a photo

Program/Advancement provides content

Is there a call to action or is this purely informational?

One message

Editorial for concise writing, style, brand adherence, and space

These products are not posted online

PLATFORM/MULTIPAGE DOCUMENT (2 WEEKS)

2 WEEKS

What to Expect

MarCom will provide a photo if needed

Program/Advancement provides content

Is there a call to action or is this purely informational?

Editorial for brand adherence and concise writing

Posting online when appropriate and related to a priority campaign

E-NEWSLETTER

3 WEEKS PRIOR TO SEND

What to Expect

MarCom will provide photos

Program/Advancement provides content for posts, MarCom condenses for email excerpts

Is there a call to action?

Editorial for brand adherence, style, and concise writing

SINGLE BLOGPOST

1 WEEK

What to Expect

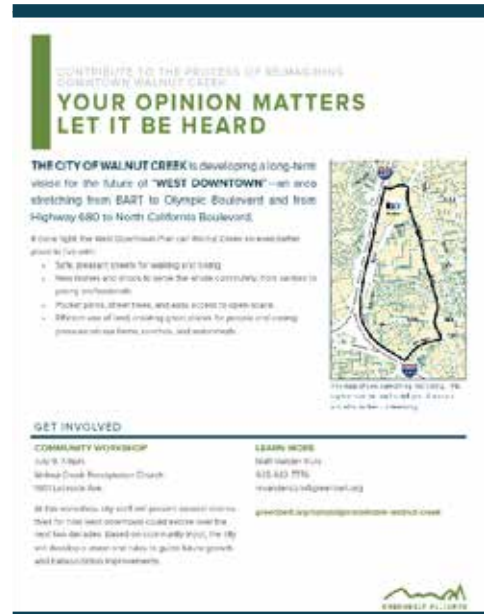
MarCom will provide a photo

Program/Advancement provides content

Is there a call to action or is this purely informational?

Editorial for brand adherence, style, and concise writing

MarCom posts online and promotes when appropriate



Flyer/fact sheet template: back page optional



E-news template