



Communications Project Request Form

So you have an idea for a project... great! Every project needs a plan! Your first step is to present your project idea to the AVP for Communications. They will assign a member of the Communications team to work with you. This form is to be filled out collaboratively by the primary project owner and the assigned member of the Communications team. Then, the form must be signed and dated by the heads of the respective departments.

1) General Project Information

Project Name:		Requested By:	
Requesting Dept:		Presented By:	
Projected Start Date:	Projected End Date:	Submitted Date:	
To be completed by VP of your department			
Request Status:	Review Date:	Project Owner:	Budget code:
Initial Comments:			

2) Who is the Audience?

	Describe audience/group	# of people in audience	How will getting this project in front of this audience benefit RRC/JRC?
Audience 1:			
Audience 2:			
Audience 3:			
Audience 4:			

3) Project Goals: If this project is successful, at the end of the day, your audience will:

Know:	
Believe:	
Feel:	
Do:	

This project aligns with the following institutional priority(ies): Fundraising Recruiting prospective students Getting congregations to pay dues

4) Project Scope

Description of Project:	
Institutional Gains:	
Known Time Constraints:	
Critical Dependencies:	
Known Risks or Assumptions:	

5) Project Costs & Benefits

Project Budget				Project Benefit to RRC/JRC	
Internal Labor	External Labor	Materials	T&E	High Benefit	Low Benefit

6) Internal Resource Requirements

Role / Skillset	# of Hours	How will this role support the project?

7) Approvals and Responsibilities

Name	Responsible	Approve	Consult	Support	Inform	Order of Approvals (Who sees it 1 st , 2 nd , etc?)



8) Communications Channels

Print / Physical

- Media Relations / PR
- Print Advertising
- Print Mailing
- Flyer / Brochure
- Program
- Collateral (Please describe):

Digital

- Reconstructionism Today*
- Leadership Brief*
- Reconstructionist News to Share*
- Journeys*
- Email via Mailchimp
- Blog
- Digital Advertising
- Social Media
- Flyer
- Orphan Webpage
- Registration / Survey / Form
- What's New on RRC.edu
- Hero bar on RRC.edu
- Tout on RRC.edu
- E-book
- Adding it to internal email signatures

Other

- Video
- Audio
- Podcast
- Other: _____

9) Special Needs

This project requires

- Hebrew
- Tribute book
- Collaboration with outside vendors or organizations

10) Communication Channels

Communication Channel	Date
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Materials

Text

Provided By:

- Communications
- Presenter/Project Lead

Date

Graphics

- Communications
- Presenter/Project Lead

List Requests

- Communications
- Presenter/Project Lead

Other Materials:

- Communications
- Presenter/Project Lead

- Communications
- Presenter/Project Lead

- Communications
- Presenter/Project Lead

I understand that this request will not be considered until all material/information has been submitted. I also understand that my requested deadline may or may not be feasible, and that success in meeting this deadline will require my involvement.

VP of your department

AVP for Communications