

MARKETING REQUEST ELEMENTS & TIMEFRAMES

Your project may contain one or more of these elements, so consider the longest timeframe needed when submitting your request.

- **Social Media Post:** At least 1-2 weeks in advance*. This gives ample time for content creation, design (if needed), and scheduling.
- **Email/E-blast:** 3-4 weeks in advance*. This accounts for content creation, building and design, list segmentation, and testing.
- **Blog Post or Other Long-form Content:** 2-3 weeks in advance to allow for drafting and revisions.
- **PR/Press Release:** 4-6 weeks in advance. This provides time for drafting, approvals, and outreach to media.
- **Photos/Video:** 4-6 weeks for photography (hiring a professional or internal marketing team member), 3-4 months for video to account for storyboarding, filming, and editing.
- **Website Update:** Depending on complexity - minor updates (1-2 weeks), major redesigns or feature additions (2-3 months).
- **Imagery/Graphic Design:** Depending on complexity - 1-2 weeks for small projects (web banners, social graphics, etc.), 4-6 weeks for larger projects (flyers, reports, slide decks, etc.).
- **Print Materials:** 4-6 weeks in advance for items such as mailers, brochures, swag, etc. to allow for design, revisions, printing, and distribution. Please account for 1 additional week for mailed materials to account for list segmentation and mail house logistics.
- **Event Support:** 3-4 months in advance. See below.

**If your project requires more than 1 post or email, please connect with Ashley for further campaign planning.*

EVENT SUPPORT

Event support is available only for mid-sized programs and community events, like Brunch Club, Security Spring Training, etc. Support can include:

- Venue recommendations/coordination
- AV or other equipment rentals
- Catering recommendations/coordination
- Event signage and materials
- Day-of staffing (such as photography or media assistance; registration staffing, event set up, etc. to be determined on a case by case basis)

Small-scale internal programs (example: New Life Club lunch, JPro event), should be managed by the program lead - who should make Marketing aware at least 1-2 months in advance for other marketing planning purposes (social media, blog posts, etc.). Large-scale public events (example: Fed360, the Yoms, Jewish Heritage Night at the Padres, etc.) require a cross-functional team with presence from the Marketing team.

URGENT NEEDS

While the above guidelines are ideal, there will always be situations that require quicker turnarounds. While we have a separate, expedited process for urgent requests (connect with Ashley or Lee, if you have an urgent need), please use it sparingly to prevent burnout in your teams. We are often juggling multiple projects and deadlines, so your assistance managing your specific project is vital.

