

## Marketing and Communications (MarCom) Department Deliverable Request Form

Submit all project requests to [SOME.org/Marketing](https://SOME.org/Marketing). Please allow 48-72 business hours for us to review your request and 72 hours to assess the deliverables and due date. For time-sensitive requests, please email or call a member of the MarCom Team after submitting your request. Please do not send requests via email. That is not required.

### Project Completion Time Estimates

These estimates include 2-3 rounds of edits by the MarCom Team and are dependent on the final content being ready at the initial request and the number of reviews/rounds and project changes. Please also consider extra time for projects that require leadership approval (e.g., Supervisors, Ralph, CAB, Committees). The MarCom Project Lead will provide a production schedule and confirm distribution and completion dates for each project. Graphic design price estimates are available upon request.

PROJECT TYPE		ESTIMATED TIME
Graphic Design	Web, Social Media and Video Graphics, PPT Templates	up to 2 weeks
	Brochures, Fliers, Postcards, Reports, Posters*	up to 3-4 weeks (depending on quantity and content length)
ALL-SOME Email/E-newsletter		Submit content 1 week prior to send date
Copy Review and Editing**		1 week for fliers, emails/letters, postcards, posters 1-2 weeks for articles, blogs, brochures, web content Up to 2 weeks for reports, programs books, proposals, sponsorship packets
Annual Reports/Sponsorship Packets**		6-8 weeks
Merchandise/Signage		3-4 weeks
Metrics (Campaign)		1-2 weeks
Press Release or Media Advisory*		1-2 weeks
QR Codes		3-4 days
Script for an Event*		2-3 weeks
Social Media Posts**		1-2 week
Speech*		2-3 weeks
Social Media Toolkit		1-2 weeks
Talking Points		1-2 weeks
Testimonial Stories		2-4 weeks
Videos*		4-6 weeks
Web**		3-4 days for general updates; 3-4 weeks for layout updates; add'l time req. for new/larger projects

*\*A planning meeting and additional time for research may be required. Extra time for leadership review and revisions is also needed.*

*\*\*Please keep in mind that there is a pre-existing social media calendar that may cause delays in content distribution. However, we are happy to consider any and all content that is submitted for consideration.*