



Submitting Marketing Request Forms



COMMONLY ASKED QUESTIONS

What is a Marketing Request Form?

As the name suggests, marketing request forms are forms used by internal staff to initiate requests and seek projects from the Marketing Department. This helps streamline our productivity and allows us to address requests more swiftly by ensuring we have easy access to all the necessary details and can more easily keep track of and assign requests to the appropriate team member.

Where do I find Marketing Request Forms?

Marketing Request Forms can be found and completed online at: gepark.org/marketingrequests

How far in advance do I need to submit Marketing Request Forms?

Lead time varies depending on the type of request. On the Marketing Request Forms webpage, you will find the average lead time it takes to process each type of request; however, in some cases the lead time listed will not be enough for completion of a project. To best meet the needs of the entire District, requests should be made with as much lead time as possible. **NOTE:** For medium- to large-scale special events (think 250 or more participants), we suggest you submit requests at least 3 months in advance or you will miss opportunities in external publications.

Does submitting a Marketing Request Form ensure my request will be completed?

In short, no. Given proper lead time, Marketing can support most creative requests at some level. However, requests like Social Media Post Requests will be evaluated based on several factors including the District's communications schedule, likelihood of engagement, etc.

What happens after I submit my request?

Once you submit a request, a member of the Marketing team will be in contact with you to confirm the project and/or initiate follow-up conversations as needed. If your request is approved, you will receive email notifications prompting you to review proofs and submit any changes or approvals. Please reply promptly. Delays in responding to proofs may result in a delay in receiving materials.

What if I forgot to submit a request or have a last-minute opportunity?

Please put in your request, but Marketing may need to adjust what support can be provided.

How do I know if I need to submit a request form?

In general, all requests must be submitted via a Marketing Request Form; however, Marketing has identified over 75 important campaigns it automatically supports if they are included in the Playbooks. This list, and a breakdown of what materials will be created or how they will be promoted, are available by clicking the "View the list »" button on the Marketing Request Forms webpage. Please note, this list is evaluated each season and subject to change. If you are unsure if you need to submit a request form, please call the Superintendent of Marketing to discuss your project.

Who should submit requests?

Any full-time employee may submit requests. However, to minimize errors and miscommunication, Marketing asks that there is a designated person appointed to coordinate with Marketing. You will identify this person when you complete your request form.

FORMS AVAILABLE

Below is a list of forms available on the Marketing Request Forms webpage.

Graphic Design Request Form: Use this form to submit a request for creative services such as flyers, social media graphics, and signage. You can also use this form to request custom size materials. For staff business cards and name badges, use the Business Card and/or Name Badge Request Form.

Social Media Post Request Form: Our social media content is centered on telling our stories and we rely heavily on employees to support this effort. Use this form to send us any events, news, project updates, inspiring success stories, class moments, fun photos, significant awards, short videos, or other content you would like to share. Generally, we do not promote specific classes or class sessions, or information from 3rd parties on our social media pages.

Weekly Newsletter Request Form: Newsletters are typically sent every Thursday. Requests for inclusion and any corresponding elements are due no later than noon on Monday to be considered for that week's edition, unless otherwise specified on the deadlines and publication schedule. Separate requests should be submitted for each week you need coverage (maximum of three).

Business Cards &/or Name Badge Request Form: Run out of business cards? Have a new employee starting soon? Use this form to request Glen Ellyn Park District or Ackerman SFC business cards and/or Glen Ellyn Park District name badges.

Website Post Request Form: These posts will appear in the "Latest News" section of the website(s) homepage. Requests should focus on information that may impact visitors to our facilities or which benefits the community as a whole. Examples: special facility hours, a newly added flu shot clinic, parking information for a community event, notice of Board meeting cancellation.

News Release Request Form: This form collects critical information Marketing needs to compose a news release for area media. The main purpose of a news release is to: increase public awareness of activities and services provided by the District, increase public awareness of District or staff accomplishments, and increase awareness of special programs or services provided by the District.

Webpage Content Change Request Form: Complete this form to request edits to copy or content found on the Park District or Ackerman SFC websites. If you need to make more complex changes, contact the Superintendent of Marketing to request a meeting. While simple web edits can typically be completed within three business days, substantial revisions to sections, templates, or navigation may require consultation and up to three weeks of production time.

Photography Request Form: Marketing will do its best to accommodate the photography needs of the Park District; however, it is important to note that not all requests will be in our scope of responsibilities and may not be time permitting. Priority will be given to opportunities that have broad external marketing purpose.

PHOTOS

Photos to accompany your Marketing Request Form can often be found in our SmugMug account. If photos of the program are not available, or this is a new program, Pixabay is a great resource for free and safe-to-use images (pixabay.com).

You should never download photos or "clipart" from another website, Google image search, etc. These are protected by copyright law, and use can result in harsh consequences such as penalties, fines, and lawsuits. Other options include going to the class and taking a photo, or reaching out to an instructor or vendor to see if they have any photos they are willing to share.

Glen Ellyn Park District SmugMug: <https://glenellynparkdistrict.smugmug.com>

Important: Access to our SmugMug account is restricted to staff designated by Marketing. To request access, contact the Superintendent of Marketing. Do not share the SmugMug web address externally, and do not share your password internally or externally. Additionally, photos in the account should not be shared with outside organizations, contractual companies, other park districts, vendors, volunteers, media, etc. without first receiving permission to do so from the Superintendent of Marketing.