

Marketing Request Procedures

Your How-To Guide for all Marketing
Requests



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Advertising and Materials Requests

For all requests, go to <https://341fss.com/marketing-requests/> and click on Advertising/Materials Requests.

For all requests, these steps are first:

1. Activity Name: Select Activity Name. If your activity is not listed, select "Other"
2. Requestor Name: Enter your name. Please don't enter another person's name here.
3. Phone Number: Enter your phone number.
4. Due Date: Choose the date you need the materials. If materials require design, please allow 30 days for production. For edits, we require 10 days. For printing only, allow three days.
5. Detailed Description: Self-explanatory. Describe your need in detail. This isn't always a necessary step. Example: printing existing materials that don't need edits
6. Add relevant attachment: If you have an example of a design you like, a file that you just need printed, etc., upload it here.

Your next field will be "**Collateral/Marketing Needed.**"

Brochures

1. Choose Brochures.
2. Enter number of brochures needed.
3. Enter the event or program you need brochures for. This also should already be in your "Detailed Description"
4. Note: If this is a new brochure, be prepared to provide all information for the content. Allow 2 weeks minimum for production.
5. Submit. Size will be determined based on content.

Business Cards

1. Choose Business Cards. (Activity managers and flight chiefs are the only individuals eligible for business cards. Generic business cards can be made for other facility employees to hand out.)
2. Enter the number needed.
3. Enter name, title, address, phone(s) and email to be on business card.
4. Submit

Email Alert

1. Choose Email Alert.
2. Write the email exactly as you'd like it sent. May be subject to edits for spelling, grammar, etc. We will contact you if we need more information. FSK will not write the email for you. You know your activity better than we do, so make sure you have all pertinent information included.
3. Submit. If your email is time sensitive, you may follow up your request with an email or phone call. Please email all of the marketing team.

Flyers

1. Choose Flyer.

2. Enter the number of flyers needed.
3. Enter the event or program the flyer is being requested for.
4. Submit. With this option, we will determine flyer size based on request.

Marquee – Grizzly Bend

1. Choose Marquee – Grizzly Bend.
2. Submit. You will be notified if your request is approved. This always requires design and at least 10 days lead time.

Marquee – Main Gate

1. Choose Marquee – Main Gate.
2. Submit. You will be notified if your request is approved. This always requires design and at least 10 days lead time. Most requests will not be approved for this particular media due to PA regulations.

Poster

1. Choose Poster
2. Please don't request posters for events in your publicity. These are automatically scheduled for creation.
3. Posters may be requested for internal event calendars (Fitness Classes, Library programming, YP activities), and for static, recurring events that you don't already have a poster for. We DO NOT decorate your facility.
4. If you request facility décor, you will be required to pay for the cost of the materials (reimbursement).
5. Submit.

Push Notification -FSS App

1. Choose Push Notification (341 FSS App)
2. Provide the exact verbiage of the notification. This is subject to edits for maximum length, spelling and grammar.
3. Provide the link to the corresponding page on the website. This could just be your landing page at 341fss.com.
4. Submit.

Rack Card

1. Choose Rack Card
2. Enter the number of Rack Card needed.
3. Ensure your detailed description gives us ALL of the pertinent information.
4. If this Rack card exists already, three business days' notice. If this is a new request, 2 weeks' notice required.
5. Submit.

Screen Ad

1. Choose Screen Ad.
2. Please do not submit requests for events in your publicity. These are automatically scheduled.

3. Ensure your detailed description gives us ALL of the pertinent information.
4. Submit.

Sign Up Genius

1. Choose Sign Up Genius
2. Ensure your detailed description provides ALL of the pertinent information.
3. Submit.

Social Media Alert

1. Choose Social Media Alert
2. Ensure your detailed description provides ALL of the pertinent information. We will craft the alert to ensure branding is consistent.
3. Submit.

Other

1. If your request is not listed, use this. Do not use this option to avoid writing an email or adding a link — your request will be rejected regardless of urgency.

Publicity

Publicity is due two months prior to the month you are submitting for. Format is mandatory. Some formatting notes:

- Do not use ordinals in dates or other numbered items (May 2nd should be May 2; 50th anniversary should be 50th anniversary)
- Do not use military time. Am/pm is our consistent format.
- If you are changing any information above the Events, highlight it in your submission.
- Format for events:

First Friday

Friday, August 2 | 3:41 – 6 pm

Ahoy, mateys! Sail on into the Grizzly Bend to celebrate Arr-gust with a delicious pirate meal of chicken legs, meatballs, cheesy shells, hot crab dip, fruit salad and dessert! Eat like a pirate, dress like a pirate, talk like a pirate, even find out your pirate name! There will be a costume contest for the best dressed buccaneer, a chance to walk the plank, and pool noodle sword fights. Gather your enemies and have a cannonball fight with water balloons on the lawn or take your friends over to the (temporary) tattoo parlor to design your own tattoo or get matching ones!

Cost: ESM eligible. Free food for club members; \$10 per person for non-members.

Club members must show proof of membership.

Ages: All are welcome

Instructions to submit original publicity:

1. Go to <https://341fss.com/marketing-requests/>
2. Click "Submit Publicity"
3. Enter Activity/Facility Name.
4. Enter your name.
5. Choose Original.
6. Upload your publicity file.
7. Submit.

To submit changes/updates:

1. Use your final publicity received back from Marketing for the month you are changing. If you don't have it, email and ask for it to be sent to you. Anyone in Marketing can send this to you.
2. Go to <https://341fss.com/marketing-requests/>
3. Click "Submit Publicity"
4. Enter Activity/Facility Name.
5. Enter your name.
6. Choose Update
 - a. On your updated publicity, highlight additions and changes. Strikethrough deletions and highlight them.
7. Submit.

Change Request

You will use this form for changes needed on your static information. Do not use this for event changes. For instance, if your hours are permanently changing, you may submit that using this method. Ensure you change your publicity for future months as well.

Changes to website information

1. Go to <https://341fss.com/marketing-requests/>
2. Choose Change Request
3. Enter Activity/Facility
4. Enter your name
5. Enter your extension
6. Choose Website Information
7. Provide the link to the page
8. Detail information that needs to be changed.
9. Upload any relevant attachments. If you need a form on your webpage, provide that form. If there is an image you would like featured, provide that.
10. Submit.

Other changes

Other changes may include your directory information on the 341 FSS App, the email contact information for forms in the Contact Us section at 341fss.com or other changes not addressed anywhere else.

1. Go to <https://341fss.com/marketing-requests/>
2. Choose Change Request
3. Enter Activity/Facility
4. Enter your name
5. Enter your extension
6. Choose Other
7. Describe your request.
8. Submit.

Proofing your Ads



Activity Managers, programmers or flight chiefs are required to proofread all advertising prior to publication. No exceptions. Please log in to Monday.com at least twice a week to check for ad proofs.

You are looking for errors in dates, times, days, details, prices. spelling, phone numbers and other important information. Design has already been approved and proofed by the marketing director. Changes to design will be granted only in urgent situations (design inconsistencies).

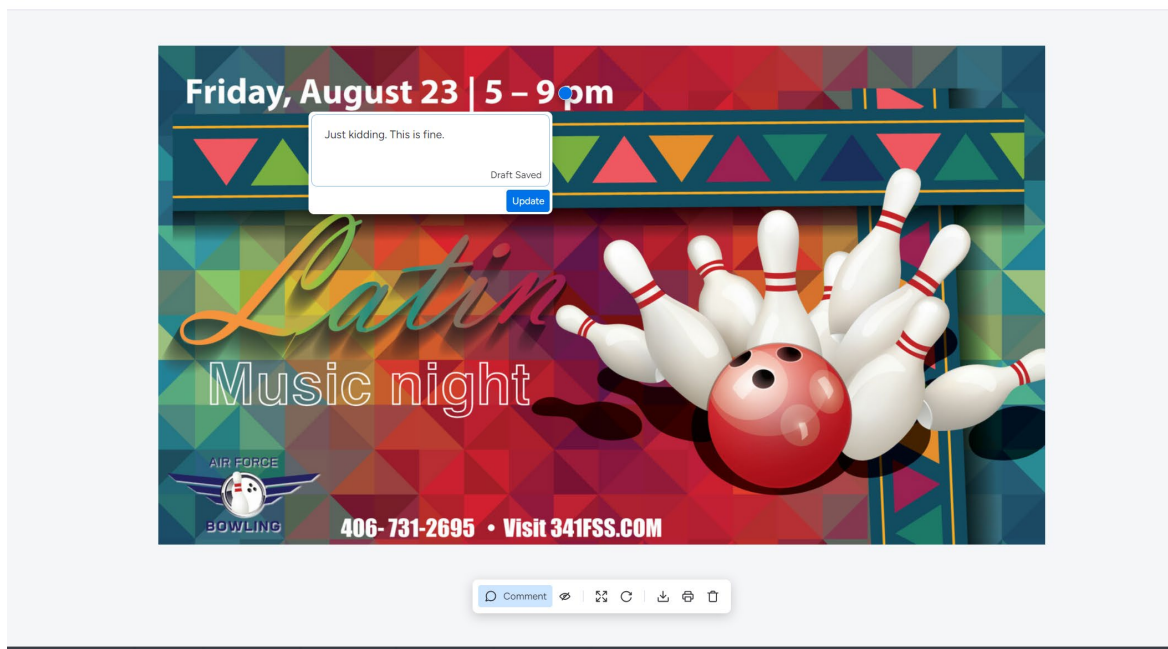
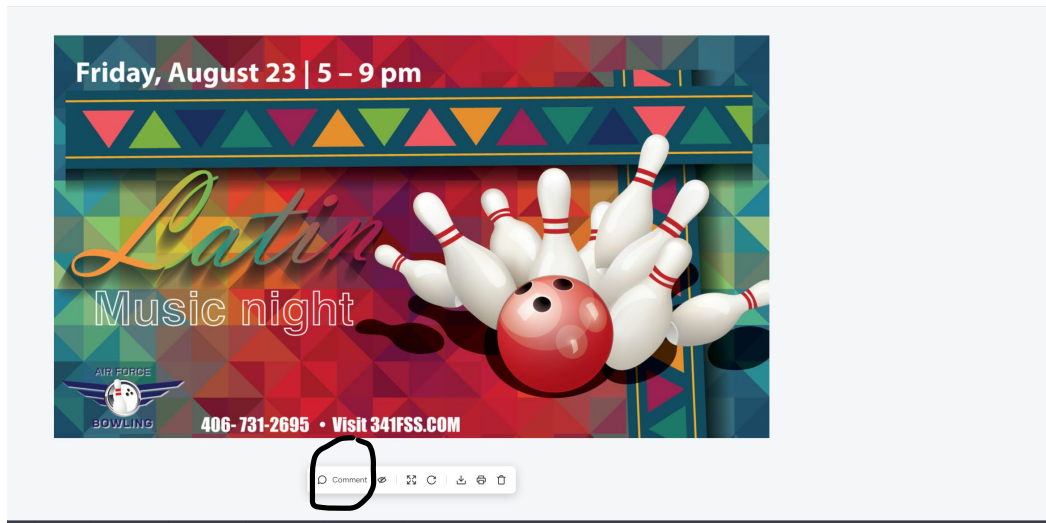
Most activities have a guest account on Monday.com. Passwords should not be changed. If a password change is necessary, please ensure that all individuals who are responsible for proofing ads have the log in information, and forward log in information to Marketing Director.

How to proof an ad:

1. Log in to your guest account at Monday.com
2. Under Creatives/Publicity for Proofing, find your activity. Ads will be placed here for proofing.
3. To open an ad, click on the item under the "File" heading.

<input type="checkbox"/>	Creative	Person	Status	Date	File	Link	+
<input type="checkbox"/>	+ Add creative						
...							
... ▼ Bowling 1 Creative							
<input type="checkbox"/>	Creative	Person	Status	Date	File	Link	+
<input type="checkbox"/>	Latin night		Pending Review	Jul 26			
<input type="checkbox"/>	+ Add creative						
...							
... ▼ CYP							
<input type="checkbox"/>	Creative	Person	Status	Date	File	Link	+

4. Look closely at your ad. If changes are needed, click the “Comment” button and click near the area where a change needs to occur.



5. Exit from the ad preview and change status accordingly to “Changes Needed” or “Approved.”

On-site Marketing Support

You may request Marketing support at your events. The things we do:

- Take photographs
- Set up a Marketing table to promote other events and programs within FSS
- Conduct surveys (event must meet anticipated attendance requirements of 200+ attendees).*
- Conduct Focus Groups*

*Contact Marketing Director to conduct surveys or focus groups.

Things we don't do:

- Execute your event
- Serve food
- Set up tables/chairs
- Tear down
- Monitor children

To request marketing support, email the Marketing Director at least 30 days in advance, but preferably at the time you submit publicity. If approved, a marketing employee will be scheduled and you will be notified. Requests will be approved based on suitability, availability and visibility.

Alternatively, you are responsible for taking photos at events that Marketing does not cover. Those photos may be sent to us for posting on social media, the website or the FSS Out & About page.

Training requests

Marketing can provide one-on-one or activity-wide training on demand. To request training, please email the Marketing Director at least 2 weeks in advance. Sessions can be scheduled for the following topics:

- Event Planning (2-3 hours)
- Event Budgets (1 hour)
- Commercial Sponsorship (1 hour)
- Marketing Requests (1 hour)
- Publicity Procedures (1 hour)
- ICE Feedback (30 minutes)

Marketing Contacts

Do not submit requests verbally or by email unless procedures listed instruct you to do so. All routine requests must be submitted using the form online. If you have questions regarding a submission, please use the contact list below:

Donna Whitmore, Marketing Director, donna.whitmore@us.af.mil, 731-4408

- All inquiries
- Commercial Sponsorship
- ICE

Gary Huffman, Digital Information Specialist, gary.huffman@us.af.mil, 731-4141

- Website Information
- Evergreen publications (brochures, rack cards, etc.)
- 341 FSS App
- Email Requests

Alison Borchert-Combs, Visual Information Specialist, allison.borchert-combs@us.af.mil, 731-4722

- Screen ads and posters
- Secondary website information
- Secondary 341 FSS App
- Special Event Marketing (AFE, AFSVC)

Treasure Chadwick, Social Media Specialist, treasure.chadwick@us.af.mil, 731-4175

- Social Media Alerts
- Commercial Sponsorship backup
- Surveys and focus groups