**Neighbors West-Northwest**

**Communications Funds**

**Project Request Form**

**DUE: JUNE 1st, 2017**

**Neighborhood Association:** Neighborhood Association

**Contact Name:** Contact name **Phone:** Phone number **Email:** Email

**Our neighborhood is interested in:**

[ ]  A Large Project (over $750) Amount requested: $**Enter total amount**

[ ]  A Small Project ($750 or less) Amount requested: $**Enter total amount**

1. **Project Description:** Describe your project. Include details on who/how/when the project will be completed.

***If you are doing one of the projects on the following page, please complete the worksheet.***

**Project goals & Expected impact or outcome:** Enter Goals

**How will you know if your project is successful?** Enter signs of success

**Will you need additional funding?** Yes/No Where funding will come from

1. **Timeline:** Provide a timeline including; when the project will begin, when deliverables are due, when payment will be requested, when distribution will take place, etc.

Timeline

1. **Project Budget?** **Include documentation** with quotes, examples of past expenses, or current prices of the products you plan to purchase. *See sample Planning Worksheet attached.*

|  |  |
| --- | --- |
| **Communication Expense** | **Amount needed** |
| Example: Printing | $price |
| Example: Postage | $price |
| Example: Purchasing a banner | $price |
| Example: Mailing list purchase | $price |
| Example: Advertising in the NW Examiner | $price |
| **Total Requested** | **Total all expenses** |

1. **Other: Please provide any suggestions for coalition-wide communication projects that your neighborhood recommends if any funds remain unspent in May.** For a list of materials currently available for loan from NWNW see our web page, nwnw.org/resources/volunteer-resources/.

NWNW communications suggestions

**NWNW Communications Funds Project Request Form**

**Planning Worksheet**

This is a tool to help you plan for some common communications projects. There are many other options available. If you are planning one of the following, these are the decisions you will need to have in place.

**If you would like assistance on any of these steps, contact Anastasia. NWNW may also be able to provide design services for some projects.**

**If you want to do a MAILING, you will need to consider the following:**

|  |  |
| --- | --- |
| 1. Reach: Who am I mailing to? How many copies?
 |  |
|  The whole neighborhood* Hand delivery: Who will complete the delivery?
* Mailing List: Do I have a mailing list or will I need to purchase one?
* EDDM: Can I use Every Door Direct Mail to save on postage? Who will sort the bundles?
 | [ ] Provide details |
|  The membership list* Do I want “return to sender” postage in order to clean the list?
* Do I want an option for members to confirm or remove their membership? *(via online survey or return mail)*
 | [ ] Provide details |
| 1. Design: Who will create the mailer? *(NWNW may be able to help)*
	* Who is writing the content?
	* Do you have photographs and logo files available?
 | Click here to enter text. |
| 1. Production/Deliverables: What printer will you use?
	1. **Provide a quote from the printer**
	2. Size *(May depend on mailing method)*:
	3. Black & white or color:
	4. What type of file do I need to provide?
 | Click here to enter text. |
| 1. Timeline:
	* Date to begin work
	1. Printing timeframe: How much advance notice will the printer need in order to complete the job on time?
	* Mail date: Is the delivery date guaranteed?
	* Date for project completion
 | Click here to enter text. |

**If you want to do a POSTER / BANNER / A-FRAME INSERT / YARD SIGNS / BROCHURE / FLYER / BUSINESS CARD, you will need to consider the following:**

|  |  |
| --- | --- |
| 1. Design: Who will create the document? *(NWNW may be able to help)*
	* Who is writing the content?
	* Do you have photographs and logo files available?
 | Click here to enter text. |
| 1. Production: What printer will you use? **Provide a quote**
	* Size:
	* Black & white or color:
	* # of copies:
	* What type of file do I need to provide?
 | Click here to enter text. |
| 1. Implementation/Distribution: Who will be responsible for the piece after it is made?
	* Storage
	* Distribution
	* Displaying it when needed
	* Taking it down
 | Click here to enter text. |
| 1. Installation *(for banners):* Who will do the installation?
	* Are there specific standards to consider for having it installed?
 | Click here to enter text. |
| 1. Timeline:
	* Date to begin preparation
	* Production timeframe: How much advance notice will the printer need in order to complete the job on time?
	* Date for completion/installation
 | Click here to enter text. |

**If you want to do a WEBSITE REDESIGN, you will need to consider the following:**

|  |  |
| --- | --- |
| 1. Design: Who will provide website design? *(NWNW may be able to help, call for consultation)* **Provide a quote if using a contractor**
	* Who is providing design decisions?
	* Who is writing the content?
	* Do you have photographs and logo files available?
	* Will you purchase a new theme?
	* Do you have a plan for the structure of the site?
	* What features do you want the site to have?
 | Click here to enter text. |
| 1. Maintenance: Who will be responsible for updating and posting to the site after it is finished?
	* Will you have a Facebook or other social media component?
 | Click here to enter text. |
| 1. Timeline:
	* Date to begin planning
	* Content creation
	* Review and revise
	* Date for launch and outreach
 | Click here to enter text. |

**Considerations for some other categories:**

**E-Newsletter:** What is your current distribution list? Frequency for mailings?

**Survey:** NWNW has a free account for a limited number of surveys that you may be able to use. What questions will be on the survey? Who will be compiling & reviewing responses?

**Events:** Will there be a room rental fee?

**Newspaper:** What month will you publish? What is the deadline for requesting the space?