

Working with ANTHC Marketing and Communications

Together, we're going to make some amazing things!

Our team of professionals is a valuable resource for your marketing and communications efforts. ANTHC Marketing and Communications (MarComm) can develop strategies that help achieve your goals and ensure your projects run as smoothly as possible. While programs and departments cover costs of materials and media placement, there is no charge for the MarComm time spent on non-grant funded initiatives.

Getting started: Filling out the Marketing Project Request Form

Sometimes you know exactly what you need – an article in the Mukluk! A flier! Sometimes you need more help deciding what is best – Do I need a webpage? Will I need more than just a flier?

In either case, the [Marketing Project Request Form](#) is the first step to help match your project needs with the appropriate MarComm team member. Once assigned, this team member will contact you within two business days of submission.

How to fill out the form

- Gather your thoughts. These are some of the questions that the form will ask you:
 - What are your goals? What does success look like for this project?
 - Who does your message need to reach?
 - Do you have any existing materials that can be repurposed for this new use?
 - Is there enough time to complete what you need?
- Visit the online form at <https://anthc.wufoo.com/forms/anthc-marketing-project-request-form/>
- Look for a confirmation email after you submit a request.
- If you have a tight deadline, (less than a week), send an email to akamarketing@anthc.org to confirm that we will be able to accommodate your project.

Next steps: What to expect when working with our team

You and your department play an important role in developing projects. Below is an example of how you can expect to work collaboratively with MarComm on a brand-new project:

PLANNING

| Step | Who | What | Estimated time |
|------|---------|---|------------------------------------|
| 1 | You | Submit Marketing Project Request Form | 1 day |
| 2 | MarComm | Team member reaches out to you to confirm project details and gather any additional information | 2-3 business days after submission |
| 3 | You | If necessary, submit any additional information requested | 1-2 days |
| 4 | MarComm | Project planning and concept development | 1-2 days |
| 5 | You | Approve or revise project plan | 1 day |

DEVELOPMENT

| | | | |
|---|---------|---|----------|
| 6 | MarComm | Creative development (writing, design, production); MarComm sends initial draft | 3-4 days |
|---|---------|---|----------|

REVIEW, EDITING AND APPROVAL

| | | | |
|---|---------|---|----------|
| 7 | You | Editing and revisions; include review and edits by supervisor | 1-2 days |
| 8 | MarComm | Editing and revisions; executive review if necessary | 1 day |
| 9 | You | Final approval | 1 day |

FINAL PRODUCTION

| | | | |
|----|---------|----------------------------------|----------|
| 10 | MarComm | Printing, publication or posting | 1-5 days |
| 11 | You | Final project in hand | |

Marketing and Communications staff will work hard to meet your deadlines. Estimated times are for planning purposes only. Some steps may take more or less time than estimated.

Sample projects and estimated timelines:

- Revisions to existing materials: 2-3 days
- New rack card or information sheet with writing, design and printing needed: 7-10 days
- Long-form narrative or multiple materials needed: 10-14 days
- Video with new concept: 30+ days

Please allow additional time for:

- New concept development
- Information gathering for writing/editing
- New design
- Editing and proofreading
- Revision process or additional approvals (supervisors, leadership, etc.)
- Printing
- Mailing