

# Communications Department PROJECT PROPOSAL FORM



Please fill out and email to [communications@shakopee.k12.mn.us](mailto:communications@shakopee.k12.mn.us).

After your proposal is received a communications team member will contact you to set up an initiation meeting/discussion.

Please provide adequate amount of time to complete all projects, if we can not meet your deadline we will let you know in advance.

**PROJECT/INITIATIVE** \_\_\_\_\_

**DATE REQUIRED\*** \_\_\_\_\_

*\*A project timeline is based on a maximum of 2 sets of revisions and materials submitted on schedule.*

**DEPARTMENT** \_\_\_\_\_

**PRIMARY PROJECT CONTACT** \_\_\_\_\_

**FINAL APPROVAL FROM** \_\_\_\_\_

**GOAL/OBJECTIVE** *What would you like to accomplish with this project?*

**TARGET AUDIENCE** *Who are you trying to reach?*

- Staff       Parents       Alumni       Community  
 Current Students     Future Students     Other \_\_\_\_\_

**KEY MESSAGES** *What information or impression do you want to leave with this audience?*

**ACTION** *What would you like them to do? i.e. RSVP*

**TO NE** *What is the overall look and feeling you are trying to portray?*

- Informative       Formal       Businesslike       Fun/Youthful  
 Other \_\_\_\_\_

**GRAPHIC ELEMENTS** *Specific photos/images or logos that are required*

- Attached       To come \_\_\_\_\_

**FINAL COPY/TEXT** *Design cannot start until final copy is provided*

- Attached       To come \_\_\_\_\_

**PROJECT DELIVERABLES** *Check all that apply*

- Invitation     Publication     Brochure     Flyer     Advertisement  
 Newsletter     Postcard     Other \_\_\_\_\_

**FOR DELIVERABLES** *Check all that apply and other specifics*

- Color       Black & White       Size \_\_\_\_\_  
 Print Ready Copy (crop/bleed marks)     Standard Copy (web/internal printing)  
 Other \_\_\_\_\_

## COMMUNICATIONS USE ONLY

**DATE RECEIVED**

\_\_\_\_\_

**ASSIGNED TO**

\_\_\_\_\_

**INITIATION MEETING**

\_\_\_\_\_

**PROOF #1** (to client)

\_\_\_\_\_

**CHANGES #1** (from client)

\_\_\_\_\_

**PROOF #2** (to client)

\_\_\_\_\_

**CHANGES #2** (from client)

\_\_\_\_\_

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**TO PRINT**

\_\_\_\_\_

**DELIVERY**

\_\_\_\_\_

**NOTES**

Communications Department

# PROJECT PROPOSAL FORM



## DELIVERY INSTRUCTIONS

NAME \_\_\_\_\_

DEPARTMENT \_\_\_\_\_ BUILDING/ROOM \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

ANY ADDITIONAL INFORMATION

THANK YOU FOR YOUR PROJECT SUBMISSION—WE LOOK FORWARD TO WORKING WITH YOU!