

CBI Marketing Request Forms

TIMELINE: All requests must be made at least **3 weeks in advance of the event date.**

Unfortunately, marketing requests made less than 3 weeks in advance **are not guaranteed** marketing support due to staff capacity.

Marketing “packages”:

- Events given 3 weeks in advance will receive ‘basic’ marketing package (identified by asterisks**);
- Events with 6 weeks or more notice can choose to request ‘above and beyond’ marketing by selecting the options below.

The basic marketing package is often sufficient for most programs we put on. Some events benefit from additional marketing tactics to increase reach/awareness.

All marketing is subject to team approval based on workflow and as time allows. We will be in touch with you to confirm your marketing request.

Thank you!

Kat Van Winkle, Marketing and Communication Manager kat@cbinorthampton.org

Molly Bajgot, Assistant Director of Jewish Life molly@cbinorthampton.org

Cynthia White, Office Manager office@cbinorthampton.org

Contact Information

Your Name: _____ Your role in this Program (*i.e. lead volunteer*)

Your E-mail: _____ Your Phone number: _____

Program Information

Name of organizing group: [i.e. ALMA, Abundance Farm, Ritual Committee, etc]

Title of Program:

Date(s) of Program:

Is this a:

- One time event
- Recurring event

Marketing Requests:

What will you need in terms of marketing for this event? Please check all that apply:

**Physical In-house Marketing:

- Create Flyer
- Create ¼ pagers
- Print and post flyers around Synagogue & bulletin board

Social Media Marketing:

- **Create Facebook Event
- **Facebook post on CBI's Facebook page
- Facebook post on Abundance Farm's facebook page

CBI Community Marketing:

- **Include in CBI Weekly Newsletter
- Include in Abundance Farm Monthly Newsletter
- Include in ALMA weekly newsletter
- Post to CBI's website advertising the event
- **Include in the bimonthly Kehila Newsletter (information must be submitted three weeks before Kehila deadline)

Off-site, wider community marketing:

- Post to Jewish Culture Connect
- Post to Hilltown Families (costs \$)
- Send to partners such as:
 - PJ Library
 - Lander~Grinspoon Academy
 - Gan Keshet Pre-School
 - Jewish Federation of Western Mass
- Contact area Synagogues:
 - Beit Ahavah
 - Jewish Community of Amherst
 - Temple Israel
 - Lower Valley Shuls such as:
 - Temple Sinai
 - Sons of Zion
 - Other: _____

Other marketing needs:

- Specify here:

Describe your program:

DETAILS:

- WHO is the program for:

- WHY is the program happening:

- WHAT will program at the event:

- WHERE is the program happening:
 - Is this an accessible space?

- WHEN: time/date is the event happening:

RSVP:

Is there REGISTRATION for this event? Circle: Y or N

- If yes, in what form? Online google form, otherwise: _____

- Do you want us to create the registration and share it with you, or will you share the link with us?

PAYMENT:

- Does this event cost MONEY? If so, how MUCH?

- How are people paying? CBI Paypal, cash, or otherwise. Please explain:

SPONSORSHIP:

- Is this event sponsored by any organization(s), people or committees?

- If so, who, and what logo/recognition is wanted to this flyer

*Copy designed off of this information will be used in marketing materials including weekly newsletter, Facebook post, flyer, etc, in consultation with the program planner.

Post and Copy Details

Draft copy:

WORDING/LANGUAGE: If you know how you want to describe your event, feel free to write draft copy for your marketing materials.

DESIGN: If you have a vision for how you'd like your flyer/marketing materials designed, please sketch out and/or write out any details below.

*NEXT STEPS: We will follow up with you via **email** within 2-3 days. Your response is needed in order to complete the marketing process. Please pay close attention to emails and/or phone calls from us, as we are eager to complete your request in a timely manner.*

SKETCH AND WRITE IN THE SPACE BELOW: