



PR Team Project Request Form

Thank you for helping with one of the Cedar Hills Community Church activities and outreach. In order for the PR Team to better assist with your efforts with PR and marketing assistance, please complete the below form. You will need only to fill in what applies to you on this form, if you have questions, contact Marie Schulte at 396-6608. Return this form to Erin Koester's church mailbox.

Project Name and Date

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| Today's Date | |
| Project Requested by | |
| Your Contact Information (phone, email, etc) | |
| Team | |
| Description of activity you are promoting | |
| Target Audience | |
| Budget (if applicable) | |
| Desired Due Date | |
| Marketing Services needed (what would you like from this team) For example – direct mail, advertisement, flier, poster, etc., website, copy writing, etc). Let us know if you would like our team to decide the best approach. | |
| Key Message (Attitude or Call to Action) | |



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| Information that you would like to highlight in the piece. | |
| Objectives and Desired Results (What should this piece communicate about your activity/event) | |
| How will the objective be measured? (ie. How many people are you hoping to have at an event, etc) | |
| Emotional Impact/Action (what kind of feeling or action would you like from this piece) | |
| Application (How and where will this piece be used) | |
| Other Considerations | |