

Communications Job Request Procedures & Template

Requesting Invitations (Print and/or Email)

- Use the Event Information Checklist (on page 30) to make sure that your document contains all necessary details as applicable.
- Proof your final copy and fact-check. Double-check/test all URLs. Follow our style sheet for guidance on punctuation, style, etc.
- Generate one comprehensive document for submission.
- Please note: “copy” means plain text content; no images or additional formatting.

Note what publicity is needed: print invitation (*if applicable*), calendar page, blast email.

- Copy for the calendar listing*
- Copy for the broadcast email*
- Suggested subject line
- Preferred delivery date or range (e.g., 5/14, week of April 5)

* Please ensure that if you need an online registration organized by Tufts, you have noted this in each of these formats.

Submit your job request to the appropriate Alumni Relations staff member.

Timing is Everything...

Q: How far in advance do I need to submit a request for a print invitation project?

A: Requests for print invitations are submitted to the Alumni Relations staff liaison at least nine (9) weeks before the date of the event.

To ensure that invitations are received five weeks before an event, count backwards 35 days from the event date (do not include the date of the event but *do* include weekends). This is the date on which the invitation should be received.

Count backwards another 10 working days from this date to accommodate the necessary print production tasks (receiving proof, setting up template, print layout, etc).

Count backwards another 10 working days for the Tufts communication staff to best respond to your job, including management of editorial and design needs (proofreading by Tufts staff, submission to Tufts Communications office and further proofing, etc).

Example

Event date: March 7

Invitation to be received: February 1

Invitation handed off to printer: January 21

Job request submitted online: January 7

Q: How far in advance do I need to submit a request for an email-only invitation project?

A: Many regional chapter invitation job requests require only broadcast emails and web calendar listings. These must be submitted at least five (5) weeks before the RSVP date for the event, or the event date itself if there is no RSVP.

This ensures that requests are received at least two weeks in advance of the scheduled email delivery date so that communications staff has adequate time to work on your project. In addition to basic editing and proofreading, each email requires two versions to be created--a plain text version and an HTML version, as well as the production of calendar pages in the alumni calendar website (and any additional required pages).

In addition, we are working to accommodate a delivery date within the university-wide master broadcast email calendar. Our communications team is responsible for preparing and sending emails for offices from across the entire university, including Tufts Alumni, all seven schools, the department of Athletics, Development Offices (e.g., Gift Planning), and other offices in the university (e.g., university libraries, the president's office). In addition to the sheer workload for all these different offices, it is the communications team's responsibility to schedule these emails to avoid over-emailing, since excessive and/or poorly coordinated emails risk alienating alumni.

Specific Tips for Creating Great Content for Invitations

Follow the provided branding guide. Double-check all details such as a.m. and p.m., cost, event time, location, etc. Be sure to verify all emails, URLs, and phone numbers before submitting. For print projects, it's costly to have to make these adjustments after the piece has gone to the printer. For print and email projects, it's embarrassing to the university for these to be incorrect.

It is not particularly helpful or attractive to include very detailed directions on an invitation. If you have to be very specific, indicate that more specific directions can be found on the web or by going to Google Maps.

Event Information Checklist

Please include the following details in communications requests.

	Name of Chapter
	Name of Event
	Event Description
	Speaker/Panelists – names, school/class year if applicable
	Bios
	Date of event (month, day, year)
	Time
	Location (venue, street address, city)
	Maximum amount of attendees (needed for Online Registration)
	Parking Information
	Cost
	Discount pricing? (young alumni, chapter membership)
	Payment Options
	To whom checks are made out
	Payable at door?
	Appropriate alternative, such as canned goods, etc.
	RSVP information
	Is RSVP required? Or requested/nice to have for planning purposes?
	An RSVP deadline
	Name, address, and/or email of person who will receive the RSVP
	Space for Online Registration link, if needed (see sample)
	Directions (succinct directions and/or a URL link if appropriate)
	Related website URLs (restaurants, museums, directions, etc.)
	Event contact person (name, school/class year, email, phone)

Branding Materials for Communications

Tufts Alumni

The Tufts Alumni Name and Logo

Our name is our simplest, most powerful brand asset. A thorough system for marking Alumni Association communications, and labeling its programs and activities, is a critical component of the communication program.

Guidelines for Logo Use

As the symbol of our organization, the logo should have a prominent place on all communications.

This position is fixed in the upper left corner of the composition—unless in rare circumstances the format of a piece does not support the position. This consistent position reinforces the Tufts Alumni brand and balances focus between our name and the message of the communication.

“Tufts Alumni” is the new street name or shorthand for the Tufts University Alumni Association. This shorter name, already informally used by alumni everywhere, will help us to quickly connect with our members in a friendly, familiar voice. It’s important to note that this does not change our full, legal name. “Tufts University Alumni Association” will mark many communications as the “return address.”

Our research showed that alumni identify very closely with the university: participation in the Alumni Association is a way to stay close not only to other alumni, but the institution they have in common. To the extent that the Alumni Association exists to support the university and its extended community of graduates, a close visual relationship will create reciprocal benefits. The Tufts Alumni logo represents a special interpretation of the Tufts University logo and visual identity system. The close “lock-up” between the Tufts logo and the word Alumni, which earned a special exception from Tufts leadership from the strict guidelines around the logo’s use, creates an elegant, unified word mark that reflects the tightly-connected nature of our community.

Communications Request Template

Web calendar page

Chapter name:

Event title:

Description:

Date/time:

Location:

Parking/directions:

Cost:

RSVP/registration info:

Any additional information:

Contact info:

Broadcast Emails

Audience/Parameters	OAR staff liaison will provide distribution list
Preferred delivery date	
Suggested subject line	

In your content, please provide the following details in the order below. Do not include these items as headers in your text.

Event description, Chapter name-Event name, When, Where, Cost, RSVP/registration Info, Contact information

Print Jobs

SPECIFICATIONS (as applicable)	
<i>See previous project</i>	
<i>Format/size</i>	
<i>Reply device</i>	
<i>Color</i>	
<i>Quantity</i>	
<i>Overs needed</i>	

Cover text:

Internal text:

When:

Where:

Cost:

RSVP/registration info:

Contact info:

Reply card if necessary:

Back panel:

Sample Web Calendar Page

Chapter name: Tufts Alumni Montana

Event title: Holiday Party

Description:

Tufts Alumni Montana invites you to our annual holiday party! This is one of our favorite traditions, and we hope you'll be our guest at this celebration.

Date/time:

December 20, 2011

6:00 pm to 9:00 pm

Location:

Home of Kate Kulukski, J98

854 West Story Street

Bozeman, MT

Parking/directions :

Just off 8th or 9th Avenue, in Bozeman, MT.

Cost:

\$20. You can either register online or at the door, or bring a donation of a canned good to the Gallatin Valley Food Bank.

RSVP/registration info:

Register online [PLEASE ADD LINK].

Any additional information:

This is our last event of the year, so be sure to wear your Tufts Alumni Santa Hats!

Contact info:

For more information about this event or about Tufts Alumni Montana, please contact Kate Kulukski, J98, at kate.kulukski@alumni.tufts.edu.

Sample Blast Email Template

Audience/Parameters	Bozeman, Montana (staff liaison will provide distribution list)
Preferred delivery date	Week of December 7-11
Suggested subject line	Tufts Alumni Montana – Holiday Party

Greetings, Tufts Alumni of Montana!!

Join us for our annual holiday party! This is one of our favorite traditions, and we hope you'll be our guest at this celebration.

Tufts Alumni Montana – Holiday Party
December 20, 2011
6:00 pm to 9:00 pm

Home of Kate Kulukski, J98
854 West Story Street
Bozeman, MT
Just off 8th or 9th Avenue, in Bozeman, MT.

The cost for this event is \$20. You can either register online [PLEASE ADD LINK] or at the door, or bring a donation of a canned good to the Gallatin Valley Food Bank.

Since this is our last event of the year, so be sure to wear your Tufts Alumni Santa Hats!

For more information about this event or about Tufts Alumni Montana, please contact Kate Kulukski, J98, at kate.kulukski@alumni.tufts.edu.