

**OLLI Communications Committee**  
**Guidelines for Requesting Communications Assistance**

To request marketing assistance with a project/program, the sponsoring committee or individual should present that project to the OLLI Communications Committee so that appropriate resources can be deployed to assist on that project. The request should be presented in writing to the chairperson of the Communications Committee, who will determine how best to respond. A Communications Assistance Request Form is available that asks for the following information:

- explanation of the project and the assistance being requested
  - target audience being addressed
  - timetable for marketing activity with completion date
  - budget for publicity and marketing
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- a. The Communications Committee will provide advice regarding message, tone, and options for reaching the target audience.
  - b. The Communications Committee will work with the individual or contact from the sponsoring entity to develop and execute a marketing plan for the project.
  - c. If the plan requires expertise beyond that afforded by the Communications Committee, the Communications Committee will help to identify alternative resources (agency, printer, etc.) that can facilitate the work.
  - d. Please submit requests for assistance at least 60 days in advance, if possible, to ensure that proper resources can be deployed to assist in its completion. The more complicated the project, the more lead time will be required.