Arthritis Foundation®

Marketing & Communications
Service Delivery At A Glance

PILLAR PROJECTS - WORK FLOW

PROJECT INITIATION

PROJECT COMPLETION

STEP 1 → **STEP 2** → **STEP 3** → **STEP 4** → **STEP 5** → **STEP 6** → **STEP 7**

Client

For new projects, fill out a request (either Print Graphics - Creative Services or Web Graphics - Creative Services) via the Service Desk.

https://arthritisfoundation.samanage.com/catalog_items.portal

MSM

Receives notice of new project via Service Desk and will review the request to make sure all assets and instructions are clear. If there are questions, MSM (Market Service Managers) will meet with the Client to talk through the project and make sure all needs are clear.

MSM will then open the job via the appropriate channel for the type of job (print, web, email, copy, etc.) and loop in Traffic. At this step, the MSM is responsible for alerting if rounds of revisions will be needed in excess for that type of job.

Traffic

If the project is an easy production project, Traffic will make sure all assets are provided and then assign to the appropriate MarCom person.

If the project is a larger production or concept project, Traffic will set up a kickoff meeting with all involved parties.

Production

Easy Production Project:
Timeline will follow one of the set timelines on the back side.

Larger Production or Concept Project:
Timeline will be established in a kickoff meeting, and will be emailed out to everyone. Production dates will follow established timeline.

Traffic

Once a proof is ready, traffic or a designer will send file(s) to the MSM to vet and then pass on to the client. The client will then review, proof and provide feedback or approval to the MSM, who will then vet and pass on to traffic and the designer.

Client

Client provides concise feedback or approval to their MSM.

It is the Client's responsibility to vet all pieces and changes through their decision makers. Whomever submitted the project should get collective feedback from all involved parties on their team, during each round of feedback, and submit only one concise set of edits and feedback.

MSMs are responsible for relaying to clients how many rounds of revisions they receive and keeping track of those rounds.

Traffic

If revisions are needed, Traffic will send file(s) through steps 4-6 again, which may extend the timeline (see Timelines section).

If the project is approved, Traffic will submit final files to the MSM to pass on to the client and/or to the vendor who is producing the piece(s).

If scope changes are needed, a change form must be submitted. If the additions are small enough, an updated timeline will be provided. If the additions are significant, a new job may need to be submitted. MSM will alert Client if a new job is needed.

PILLAR PROJECTS - TIMELINES

All timelines are assuming normal work load. While every effort will be made to meet or exceed these timelines, when excessive workloads dictate, longer lead times may be necessary. Traffic will communicate when additional time is needed.

Timelines assume that revisions may take up to 3 business days to complete.

PRINT PROJECTS

EASY PRODUCTION: Templated jobs, additions to existing creative, simple changes to a previously closed job. Timeline begins once complete and accurate content has been provided.
*Programs for events and related materials are a complex project and require much preparation and follow-up, so build in plenty of time for completion.

1 Deliverable - 0 rounds of revisions
(replacing images, quick copywriting/proofing jobs)
- 3 Business Days for 1st proof

2-3 Deliverables - 1 round of revisions
- 5 Business Days for 1st proofs

4-5 Deliverables - 2 round of revisions
- 10 Business Days for 1 proofs

COMPLEX/CONCEPT: larger-scale projects, templated jobs thats have more than five pieces, new concept jobs, rebrands and redesigns. Timeline begins after the kickoff meeting.
*Programs for events and related materials are a complex project and require much preparation and follow-up, so build in plenty of time for completion.

Traffic will schedule a kickoff meeting. In this meeting, all deliverables will be discussed and a timeline will be established to fit the scope of the project. An email will be sent to all involved with a recap and the timeline.

DIGITAL PROJECTS

BANNER ADS & HEADERS: For multiple sizes, the largest and smallest sizes will be approved before the rest are versioned out.

Using an established look and feel:
- **5 Business Days - 1 round of revisions**

Using a new look and feel:
- **10 Business Days - 2 rounds of revisions**

EMAILS & E-NEWSLETTERS: Emails not sent by MarCom should be reviewed and approved by MarCom prior to being sent. Please plan five days for MarCom to review and make any suggestions.

Deploying an Email:
- **3 Business Days - 0 rounds of revisions**
  This time is used for QA and working out deployment bugs.

Changes to Existing Templates:
- **5 Business Days - 1 round of revisions**
  Content and distribution lists are due at the beginning of the five days.

New Templates:
- **10 Business Days - 1 round of revisions**
  A kickoff discussion may be needed to discuss the content and desired outcome of email or newsletter to help determine best design.

WEB PAGES: Web page additions are to already-established pages. New pages and designs would be a larger project.

Changes or additions to existing pages:
- **5 Business Days - 1 round of revisions**
  assumes using established look and feel

Add new pages or update look and feel
- **10 Business Days - 2 rounds of revisions**

LARGE WEB & MOBILE PROJECTS: See details for Complex/Concept print jobs.

SOCIAL MEDIA PROJECTS

The Web & Interactive team will determine the timeline for these projects on a case-by-case basis. However, because of their time sensitivity, they will take priority.
- Submit request as noted in the workflow section.
- Within 24 hours of the Web & Interactive team receiving the request (not necessarily from when request is submitted), someone will reach out to establish the timeline.

RUSH PROJECTS

Includes any job that is needed sooner than one of the predetermined timelines to the left, or a larger, more complex project that is needed quickly.
- Client must submit request via the Service Desk **AND** contact their MSM via phone.
- MSM will then contact Traffic by phone.
- Traffic will confirm if the project can be completed in the time needed.
- If the deadline cannot be met, Traffic will suggest a date that can be met, or provide a solution to get the job completed (such as a freelancer or adjusting the timeline for another project).

QUICK-TURN PROJECTS

- Includes pulling logos, turning a PDF into a JPG, routing a file, searching for a photo, reviewing designs from a freelancer, etc.
- Email specific details about what's needed to **graphics@arthritis.org**.
- Most requests will be addressed within 24 hours, but some may take longer.
- Any job submitted that does not constitute a quick-turn job will be kicked back to be resubmitted to your MSM via the Service Desk.

NON-SIGNATURE EVENT PROJECTS

The creative services team can update the Non-Signature Event templates with your event's details and local sponsor logos. Submit a request through the Arthritis Foundation Service Desk to receive a production timeline. Please allow 2 to 3 business days from submission to receive your timeline.

SIGNATURE EVENT PROJECTS

Events such as Jingle Bell Run, Walk to Cure Arthritis and JA Events will have marketing material available through a print portal. Each type of event will have multiple templates, such as rack cards, hand outs, flyers, posters, banners, etc., that local offices can customize with their local information and print on demand.
Please reference the Marketing section of the Playbook for detailed ordering instructions.

For all open creative services jobs, you will receive a PDF proof to reveiw and approve. If we do not hear back from you within seven business days of that email, your job will be considered complete.