

ILLINOIS LIBRARY

STRATEGIC COMMUNICATIONS AND MARKETING COMMITTEE GRANT REQUEST FORM

Please complete this form and submit it to the chair of the Library's Strategic Communications and Marketing Committee (see name and e-mail address below). The length of the completed form should not exceed three pages. Use 11-point font or larger.

Funds obtained through Strategic Communications and Marketing Committee grants can only be used to market or publicize Library services, innovative research tools, and public engagement events that are directly related to the University Library. These grants may not be used to purchase information resources or to augment services that are part of a library unit's ordinary activities. If you have questions, please contact one of the Committee members (found at library.illinois.edu/staff/committee/strategic-communications-and-marketing-committee):

Today's date: _____
Unit name(s): _____
Project name: _____
Project contact(s): _____

Estimated marketing period: Start date: _____ End date: _____

Identify the media outlets to be used for your proposed marketing strategy. Check all that apply (double-click check box; then single-click radio button beside the word *checked* and click OK)

Publications

- Daily Illini
- News-Gazette
- SmilePolitely.com

Bulletins

- Eweek (weekly e-newsletter for faculty / staff)
- GradLinks (weekly e-newsletter for grad students)
- iNews (weekly e-newsletter for undergraduates)

Library Publications

- Compendium (biannual e-newsletter for campus faculty)
- Friendscript (triannual newsletter for donors)
- Library Friends Update (monthly e-newsletter for donors)

Miscellaneous Printed Items

- Bookmarks
- Flyers / brochures
- Promotional items
- Postcards
- Other (any medium):

Radio and TV Stations

- UI-7 (campus TV)
- WAND (TV)
- WCIA (TV)
- WDWS (radio)
- WHMS (radio)
- WICD (TV)
- WILL (radio, TV)
- WPGU (campus radio)

Other

- UI News Bureau
- UI calendar / website
- Library calendar / website

Social Media / Listservs

- Twitter
- YouTube
- Facebook
- Instagram
- Listserv(s):

1. Identify the audience(s) that your proposed marketing strategy will target (e.g., Urbana and Champaign middle school students) and the specific need(s) within this audience that your service/program/engagement initiative will attempt to meet (e.g., increase middle school student use of historic newspaper collections found in the History, Philosophy & Newspaper Library for Illinois History Day projects). **Provide as much detail as possible to ensure that the Committee understands your audience.**
2. Describe the specific Library service/program/engagement initiative that your unit will market to your targeted audience (e.g., Illinois Digital Newspaper Collections) and the specific message that you seek to convey through this marketing strategy (e.g., uncover and discover local history through the Illinois Digital Newspaper Collections).
3. Identify the specific product(s) (e.g., print/online ads, emails, bookmarks) you will produce in order to market your service/program/engagement initiative. Also, identify the vehicle(s) (e.g., newspapers, TV, radio) you will use to deliver your message to your target audience. For example, this could be two quarter-page ads that will run in the *News-Gazette* Sunday edition in the month of March or e-mail blasts to all middle school history teachers in Urbana and Champaign that will go out in February and April.
4. Provide a detailed budget outlining the projected costs associated with the proposed marketing plan and include as part of your proposal all vendor quotes associated with your planned advertising. A general cost figure for total marketing expenditures will **NOT** be accepted. (**PLEASE NOTE:** Only one grant, for a **maximum amount of \$500**, may be awarded per project; exceptions may be made on a case-by-case basis.) Awards may be used to supplement funds from other planned sources for proposed marketing projects that exceed this funding limit. When referring to wages for which funds are requested, you must describe the method of determining the amount of labor required.
5. Explain in detail how you will evaluate your marketing strategy. How will you determine whether you reached your targeted audience? (**NOTE:** A brief report must be received by the Committee at the conclusion of the funded project. Project contacts who do not submit a report may not be eligible for future grant awards.)