



SOP NO.	AUTHOR	DATE	ISSUE
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TITLE

Marketing Communications SOP Guidelines

Background

PURPOSE: This SOP was designed to establish a clear process for communication regarding all internal and external communication and marketing activity. Reasonable turnaround times are noted and have been established to manage workflow and expectations. However, all requests will be reviewed and approved by MarComms. A timeline of completion will be determined depending on the nature of the task. An update will be provided via Monday.com with the respective team that submitted the request added to the board.

STANDARD REQUESTS:

Standard requests should be submitted at least 30-days in advance of the date the request is needed. Please reference additional timelines below for specific requests.

Requests for Campaigns should be submitted 90 Days in advance.

Requests for all marketing communications support should begin with completing the online Marketing Request Form (MRF) via the MRF Portal.

Verbal marketing requests will not be accepted. All questions regarding MRF submissions should be directed to marketing@russellcenter.org

URGENT REQUESTS:

Urgent requests can only be submitted by RICE's leadership team via the MRF Portal.

SCOPE: This document outlines specific procedures and highlights specific tasks and responsibilities for the MarComms team.

References/Required Resources

RICE Organizational Strategy
Marketing and Communications Strategy
CRM Video Tutorial
Website Tutorial (Portal/LMS Overview)

Roles/Responsibilities

The MarComms team is responsible for the development and dissemination of all RICE internal and external communications. The team will manage the marketing and collateral for all RICE events, programs, fundraisers, etc.

Led by the VP of Marketing and Communications, the MarComms team is responsible for increasing brand awareness, engagement and visibility to support continued mission growth through content development, digital platforms, program marketing, etc. The VP will oversee all internal and external marketing and communications operations for RICE, ensuring the accuracy and efficient dissemination of information across digital platforms and other communicative mediums. An editorial and content calendar will be created by the team for RICE to follow.

Procedure

Internal Communications:

The following procedures are outlined for RICE Staff.

Internal Audience Includes: RICE Team, Stakeholders, Partners (in-house), Board Members, the Russell Family, and Board Advisors (Big IDEAS Faculty)

RICE Staff: All RICE staff members will be required to utilize Microsoft Teams for general team communications via the Team Chat

Monday.com will be used for cross-departmental collaboration to manage projects, events, programs, etc.

A repository of Marketing assets and collateral inclusive of RICE's logo, RICE one-pager(s), stock images, PowerPoint and Meeting templates, letterheads, and branded backgrounds will be available inside the Marketing Assets Folder online.

RICE's General media Kit will be available online and includes our boiler plate, B-roll, stock images, and bios for C-suite leadership. The Media Kit should be shared when

If there are any additional items you need but are not listed, please submit a request for the materials you need and may be utilized across the organization.

Stakeholders: Stakeholder communications will be primarily managed through the RICE website via Stakeholder Central (Stakeholder Portal) The Programming team will designate one team member to collaborate with the Internal Communications Manager for MarComms to get updates on the programming timeline and any pertinent information Stakeholders need regarding programming. The Internal Communications Manager will be responsible for updating the portal with event fliers, program dates, etc. There are 5 ways in which MarComms will communicate with Stakeholders

- a. Newsletter: The Internal Communications Manager will send a monthly newsletter every first Tuesday of the month via MailChimp to RICE Stakeholders, Staff and Board Members, and Tenant Partners that includes but not limited to: Leader Corner, event/programming recap and highlights from weeks prior to current newsletter issue, upcoming programming timeline, Stakeholder spotlight blog, tenant partner highlights
- b. Weekly emails: MarComms will send pertinent information to RICE Stakeholders (i.e. surveys, event recap, upcoming events and reminders) on each Tuesday
- c. Stakeholder Portal: The Content Manager is responsible for updating the portal once a week with event fliers, and other pertinent information vital to the Stakeholders success at RICE.
- d. Big IDEAS Stage Communications: stage specific communications via stakeholdercentral@russellcenter.org and their designated RICE email account each Sunday morning.
- e. Text Messages: Event registration links will be sent approx. 7 business days before an event and 24 hours before registration closes. A post-event text with link to survey will go out within 24 after RICE hosted events.
- f. Social Media: Social media posts will be added to Facebook, Instagram, Twitter, and LinkedIn approx. 7 business days before an event and 24 hours before registration closes. Post-event recaps will be shared within 3 business days after the event.

NOTE: The Program Team and MarComms will be required to meet weekly for programming and MarComms updates.

Development: All Development marketing requests will be submitted by the VP of Development. The Director of Marketing and Communications and the VP of Development will liaise for ongoing projects and donor communications to include donor newsletters, annual fundraising events, and marketing collateral needed to support the solicitation and stewardship of donors. When the development department embarks on special campaigns (i.e., end-of-year giving, capital campaigns, endowment campaigns, etc.) where external marketing and communication support may be needed and used () During these instances, the Director of Marketing and Communications and the VP of Development will connect to understand the goals and objectives of the project and collectively determine the best course. Examples of when external marketing and communication may be used are the design of an external case statement to support a capital or endowment campaign, end-of-year giving mailing suite to include email and social media templates, etc. Also, the Development Manager will work with the Content Manager to ensure that s/he has stakeholder stories for grant reports. Lastly, the Content Manager and Development Manager will liaise quarterly on content and voice for donor communications (i.e., newsletter).

Cadence for Development Pieces (ongoing):

- Quarterly Newsletter third Tuesday to arrive in inboxes between 5-7 p.m. (May, August, November)
- Annual Impact Report- in print and email version live by February annually
- Annual Fall Golf Tournament (October/November)
- Annual Campaign (end-of-the-year giving “encompasses” Giving Tuesday” which includes printed suite, emails, and social)
- Update Donor listing on website
- TBD-Solicitation Pieces/Proposal
- Annual Donor Announcement

Development Collateral to Support Raising Funds

- Infographics
- Sponsorship packets
- Banners for event websites
- Informative Report/Overview of RICE
- Major Donor Impact Reports

Resources: [Development Department SOP.docx](#) [Donor Engagement SOP.docx](#)

External Communications:

The following procedures are outlined for RICE External Audience that includes RICE leads that are generated via RICE’s website i.e., potential Stakeholders/donors/partners/supporters.

Communication channels:

- a. Newsletter: A monthly newsletter will be distributed by the MarComms team every first Thursday of the month that includes event highlights, volunteer opportunities, potential stakeholder updates, existing stakeholder spotlight, internship opportunities, community events, impact data
- b. Weekly emails: TBD by MarComms campaigns
- c. Website Blog: The content manager will be responsible for all website content and blog posts
- d. Newsroom: Inclusive of Blogs and press info
- e. Targeted Emails: This may include surveys, updates, etc. to specific email lists (i.e., potential donors, partners, investors, etc.)
- f. Eventbrite: Uploaded monthly community events open to the public will be added 21 days in advance.
- g. Text Messages: Only sent to registered event attendees.
- h. Social Media:

Newsletter and Email Communications

Internal and External email Communications will only be developed and disseminated by the RICE MarComms team and distributed through RICE's CRM. Email Communications may consist of articles, invitations, newsletters, events, etc. The RICE newsletter/portal will be the primary source of communication for updates on RICE events and programming for Stakeholders. (See internal communications section above)

However, if there is information that is time sensitive and needs to be distributed before or after the monthly newsletter has been issued, please follow the procedure below.

NOTE: The Program Team will be responsible for sending stage specific communications via stakeholderservices@russellcenter.org

Procedure and Timeline: Please Note that emails are sent every Tuesday of each week. Newsletters are sent every first Tuesday of the month.

Email Requests: Must be submitted 3 business days before request is needed

Newsletter Inclusion Requests: Must be submitted by the 15th of each month

- ✎ Submit requests via MRF
- ✎ Mailing Lists must be specified and/or submitted with the request.
- ✎ Provide any pertinent information including links, graphics (unless one needs to be designed by MarComms)
- ✎ The MarComms team will suggest the best template and style of communication. Email templates have been created for most communications, however, if a new design is required the turnaround time listed above may be extended.
- ✎ The task from the MRF will be added to Microsoft Teams once approved

Website and External Blog Requests

Website and External Blog Requests consist of Bio Updates, Published Articles, External Blog Posts (event recap, partner update, stakeholder/staff spotlight), Big IDEAS programming and descriptions, website landing page, stakeholder portal updates

Procedure and Timeline:

Written Articles (Blog, spotlight, event recap): Must be submitted 14 business days before request is needed (Expedited Requests: 3 business days)

Stakeholder Portal Update: Must be submitted 3 business days before request is needed IF graphic has already been created. (See graphics request Procedure and Timeline)

- ✦ Submit requests via MRF
- ✦ Provide any pertinent information including links, graphics (unless one needs to be designed by MarComms)
- ✦ The task from the MRF will be added to Microsoft Teams once approved

Social Media Request

All programs and events requested to be shared on social media must be submitted via the MRF

Procedure and Timeline:

Social Media Ads: Must be submitted at least 14 days before request is needed

- ✦ Submit requests via MRF
- ✦ Provide any pertinent information including links, graphics (unless one needs to be designed by MarComms)
- ✦ The task from the MRF will be added to Microsoft Teams once approved
- ✦ If external content is requested to be shared via RICE's social media platforms, (i.e. events not hosted by RICE but take place at the center, Stakeholder led events not at RICE) the MarComms department will determine if the content aligns with the overall brand and reserves the right to decline the request

Graphic Design Request

Procedure and Timeline:

Graphics (invitations, event fliers, picture collage): Must be submitted 21 business days before request is needed (Expedited Requests: 72 hours)

Sponsorship Package/Deck: Must be submitted 30 business days before request is needed

- ✦ Submit requests via MRF
- ✦ Provide any pertinent information including links, graphics (unless one needs to be designed by MarComms)
- ✦ The task from the MRF will be added to Microsoft Teams once approved

PowerPoint Presentations

Procedure and Timeline:

Power Point Update: (Power Point exists already and needs edits) Must be submitted 14 business days before request is needed

New Power Point: Must be submitted 21 business days before request is needed

- ✎ Submit requests via MRF
- ✎ Provide any pertinent information including links, graphics (unless one needs to be designed by MarComms)
- ✎ The task from the MRF will be added to Microsoft Teams once approved

Public Relations Request

Public Relations requests consist of RICE news (i.e. grant awards, program highlight), Individual Award or Honor, Donor/Partner highlight, request for interviews with C-suite, media request to cover RICE event, press release review or development.

Procedure and Timeline:

Press Release: Must be submitted 30 business days before request is needed

Interview Request: Must be submitted 30 business days before request is needed

Additional Requests: TBD depending on nature of PR request

- Submit requests via MRF
- Provide any pertinent information including links, graphics (unless one needs to be designed by MarComms)
- The task from the MRF will be added to Microsoft Teams once approved

Videography and Photography Requests

Procedure and Timeline:

Videography: Must be submitted 14 business days before request is needed

In-house photography: (For tours, catalyst sessions, candid photos) Must be submitted 3 business days before request is needed

Professional photography: (for large events, CEO/COO/VP requests) Must be submitted 7 business days before request is needed

- ✎ Submit requests via MRF
- ✎ Provide any pertinent information including links, graphics (unless one needs to be designed by MarComms)
- ✎ The task from the MRF will be added to Microsoft Teams once approved

Swag and Customized Items Requests

Procedure and Timeline:

- ∄ Submit requests via MRF
- ∄ Provide any pertinent information including links, graphics (unless one needs to be designed by MarComms)
- ∄ The task from the MRF will be added to Microsoft Teams once approved

Definitions

Stakeholders: RICE entrepreneurs and Stakeholder companies that are paying, engaged community, members with both programming, coaching, and whole entrepreneur resources.

Partners:

Investors: Donors of both capital and in-kind contributions to RICE

Leads:

Stakeholder Portal: [Rice Portal \(russellcenter.org\)](http://Rice Portal (russellcenter.org)) a members only back end with directory, blogs, announcements, events calendar, and forums.

Related Departments

Programming
Operations
Development
Stakeholder Relations

Notes

Utilize teams as primary communications hub for tasks submitted to the marketing team via the MRF

Names will be assigned to tasks by the MarComms team based on MRF requests

You will be able to see the status of your project and the date it will be completed

You will be able to ask questions, make comments, and make any change requests etc in the assigned task

Step 1: Complete MRF

Step 2: MarComms is notified via email and acknowledges receipt

Step 3: MarComms approval of requests and assignment of tasks and due dates

Step 4: Task is assigned to the RICE team member that made the requests via Monday.com and the MarComms team member responsible for the task

Step 5: Refer to the task in Monday to see the status of your project

Step 6: Updates and changes to the marketing request details related to content and context should be pinged in both Monday and Teams for a nudge.

Step 7: Place completed assets in task in Monday and in MarComms Team folder

Approval

Created by _Shalon Brown_____

Approved by _____

Date adopted _____

IF IN DOUBT – ASK!!!

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