



Communication Request Form

Date:

Requestor name and title	
Company name	
Phone number	
Alternate contact name and title	
Phone number	
Mailing address (street address, city, state & zip code)	
1. Type of communication (What are we creating? What is the name of project?)	
2. Target audience & usage (Who should this piece talk to? How and where will this piece be used?)	
3. Communication objective (What is the goal of this communication?)	
4. What is the call to action? (What do you want our audience to <i>think, then do</i> , as a result of this communication?)	
5. Communication points (Important points that reinforce the key message—reasons why the key message is true)	
6. Backup materials (Are there past communications you can provide that will pertain to or help this communication?)	
7. Communication tone/personality (e.g., It is required to be conversational or straightforward, casual or professional, informative or apologetic?)	
8. Key message (What is the key message to be communicated that will motivate your audience to take desired actions?)	
9. In priority order , provide a list of product/service benefits that support the key message?	
10. What are the response devices—phone numbers, web address, reply card, etc.? (Is there any incentive for the audience to act now? Include free offers, discounts, etc.)	
11. Medium (How will this communication be provided to audience—by hand, mail or email?)	
12. Quantity (What is the quantity for this communication?)	
13. Special Requirements (e.g., Use existing format or artwork, legal copy, etc.)	
14. Components (Are there any other components that will go with this mailing? If so, list components.)	
15. Letterhead (Will this be sent on your letterhead?)	
16. Additional information (What else do you want us to know?)	
↻ 1 st draft due date?	
↻ Final draft due date?	

This communication request form also serves as a project agreement between **Pamela D. Smith-Jordan**, UTOPIA and the **Client** indicated below. The project will be professionally performed in accordance within the terms of this completed request form.

- ↻ Client name, signature, and date
- ↻ UTOPIA signature and date
