
PURPOSE OF THIS DOCUMENT: To show how the CT supports the LLWC Board

WHO WE ARE: The CT is a small group of members who handle various aspects of electronic document creation and dissemination of LLWC information. Our function is to support the LLWC Board as a whole, and assist Board Members who may not have the computer expertise to handle some of these tasks. Communication is primarily electronic, utilizing email and attachments. CT Leader (CTL) is Dee Watt; CT Members include Lynne MacNeill, our Website Administrator, Shana Nunn, email distribution, some website maintenance and Birthday E-Cards, Marty Koblisch, flyers, and Marilyn Wolpert, monthly meeting brochures. See the document "CT Assignments" for more detailed information.

WHAT WE CAN DO:

- Website administration and maintenance
- E-mail distribution to LLWC Members through our website
- Maintain Board Member Responsibility documents, Guidelines, and any other documents to be passed on to future Boards
- Caller e-mail preparation for Membership Chair
- Birthday Greeting e-Cards
- Birthday Calendar & Roster on website
- Prospective Member Pamphlet
- Monthly Meeting Brochures
- Activity Contact List
- Organization Chart
- Block Captains List

UPON SPECIAL REQUEST:

- Marketing materials (i.e. Flyers, Posters)
- Other computer prepared items (i.e. Surveys, Tent Cards for Activities Table, Sign Up Sheets)
- Use of Jacquie Lawson e-card website (used to send birthday e-greetings), for "save the date" or special invitations, holiday greetings or other announcements

ADVANCE NOTICE: For an upcoming event, ample time should be given prior to the event to produce the marketing materials, review with the requestor, and refine. *Creativity takes time; it is not something that happens quickly. Posters require much more detail, and a trip to Sam's to pick up the poster.*

As soon as a member knows that a flyer, poster or other item will be needed, she should contact the CTL and let her know exactly what is needed. When arrangements have been made previously, a member of the CT can be contacted directly. To avoid many revisions of materials, the requestor should have at least 95% of information available for the project when she first contacts the CT. Minor loose ends can be tied up later, but to start on a project all available information should be shared early as possible. The Event Coordinator/Project Manager should consider the information listed below before contacting the CT.

PLANNING CHECKLIST:

- Date and time of event/program/project
- Name or Title (important for character spacing requirements)
- Location or address
- Brief Description (specific information to be placed on materials)
- Contact information of person including phone and email
- How to sign up, if needed
- Cost, if any
- Payment method
- If Flyer should be printed: Is it black and white or color copies?
- Is poster or signage required? How and where will it be utilized?
- Open to LLWC members only?
- Specific requests for color scheme, theme, clip art, logo
- Will this be emailed to membership? If so, when?
- Should it be posted on the website?

NOTES:

- *If a flyer is to be posted on our website, we need to know if any contacts on the flyer will allow their email address and/or phone number to be divulged, because this would be in public view; if we do not place this information on the flyer, we can add the contact info on the email that is sent out.*
- *Nothing is produced without the consent of the Board member requestor or designated contact person responsible for coordinating the event or activity.*
- *It is not the CT's responsibility to seek out information from members to initiate development of marketing materials for an upcoming event.*

MONTHLY MEETING BROCHURES: This is covered on another document "CT Guide for Brochure

BOARD MEETING MINUTES: The CTL receives the monthly Board Meeting Minutes so she can anticipate work needed for special events.

Questions about these guidelines should be directed to Communication Team Leader Dee Watt