



DREXEL UNIVERSITY

Dornsife Center

for Neighborhood Partnerships

Dornsife Center Marketing & Communications Strategy

Outlets	Timelines	Distribution
1. Dornsife Center monthly calendar	Deadline to submit information is 30 days before the month of the program (ex. Information for programs in July is due the last week of May)	On site, downloadable links online (Dornsife Center Website, E-Newsletter, social media) and available upon request.
2. Online Calendars (Drexel, Dornsife Center, West Philly)	Info needed at least 3 weeks before scheduled program for maximum promotion but can be updated as needed.	Online at: <ul style="list-style-type: none">• Drexel.edu/events• Drexel.edu/dornsifecenter/events/calendar/• Tockify.com/westphillyevents/agenda
3. Flyers (Unique or Dornsife Template)	Info needed at least 3 weeks before scheduled program for maximum promotion	On site, at special events (ex. community dinner), downloadable links online (Dornsife Center Website, E-Newsletter, social media) and available upon request.
4. Social Media (Facebook, Twitter, Instagram)	At least 2 posts will be scheduled before the date of program/event	Please share pictures associated with program/event, if none are available will create post with program flyer.
5. E-Newsletter	Coincides with monthly calendar	Sent out bi-monthly to Dornsife Center listserv on the 1 st and 3 rd Monday of each month
6. E-blast (email listserv)	Info needed at least 2 weeks before scheduled email date if it didn't make the Dornsife Center Calendar	At least 1 e-blast will be sent out before the date of the program/event

Flyers

We are available to help create your flyer if needed. If you have your own flyer made for your program, please email it to Dominique Coleman-Williams at dc844@drexel.edu for the programming team to review. Once approved, we will promote it through our outlets. Please remember to include the following things when creating your flyer;

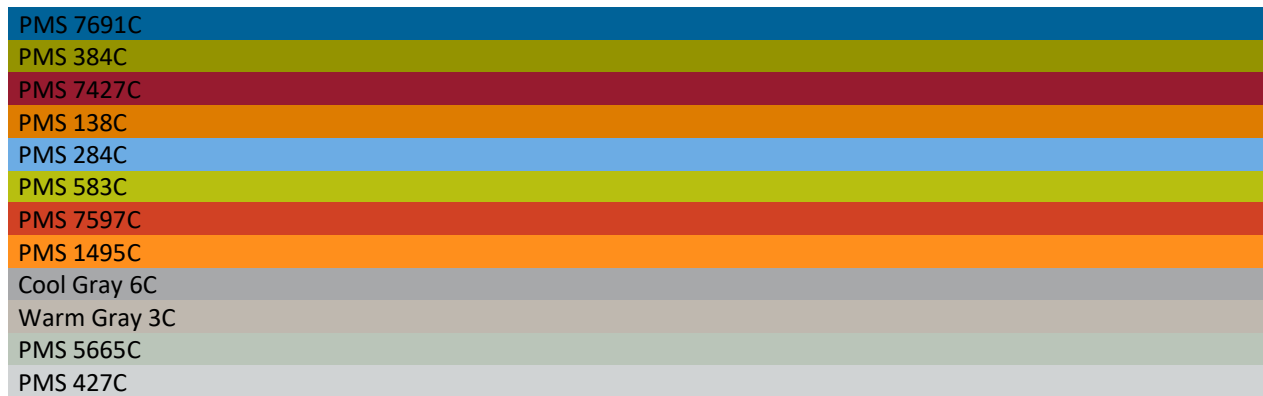
- Our logo (find it here: <https://www.dropbox.com/sh/3x6npqw9ueu89qz/AAAHyU03r0q71g2eTAMnTPSNa?dl=0>).



- Please use Drexel’s official colors. All printed materials, whether printed on coated or uncoated stock, should match color to the coated Pantone chips below.



You can also use the following complimentary colors:



Ways **Partners** can promote their program

- Come to special events (community dinner) or open programs (BFLC open computer lab or learning terrace) to engage with potential participants
- Share on social media and tag us @DornsifeCenter – pictures get more likes and views than flyers and literature
- Share at community meetings such as the 16th District Police community meeting
- Contact Mantua Civic Association (MCA) and Powelton Village Civic Association (PVCA) about your program as well as to ask if you can attend one of their community meetings to engage in potential participants
- Send an email out on the Dornsife Center Partners Listserv with your program’s information

** Please note that the Dornsife Center will share and promote your flyer through our outlets including social media, listserv, on-site, etc as it applies to your program. However, we rely strongly on our partner to lead recruitment efforts.