

Below is a list of services offered by the MARCOM department.

To submit a request for these services, please visit [www.ou.org/marcom-requests/](http://www.ou.org/marcom-requests/).

- Graphic Design
- Copywriting
- PR
- Ad Strategy and Placement
- Social Media Guidance and Strategy
- A/V Services
- Email Strategy and Training
- Shabbat Shalom
- Brand and Creative Strategy
- Video Strategy

## GRAPHIC DESIGN

Our graphic design services include the design and creation of the materials listed below. If you need something that is not included on the list, please feel free to ask. All graphic design projects are managed by our **Project Manager, Drew Feld**, who ensures that each project runs smoothly. Please feel free to contact Drew with any questions at [feldd@ou.org](mailto:feldd@ou.org).

Please note that the costs for most graphic design projects are covered by MARCOM. However, certain projects (typically those that are labor intensive and only for one-time use, for example a pitch deck designed for one specific donor that cannot be used for other donors) are not covered by MARCOM. In that case, you will be notified and given a price range for the project cost.

Additionally, it is your responsibility to **provide the copy for each graphic design project** and to **proofread** and edit the designs before you approve them. If necessary, we can assign a copywriter to write the copy, but we will not cover the cost. Pricing depends on the scope of the project and will be provided upon request.



### STANDARD AD / FLYER / GENERAL INVITATION

These materials are made to promote events across print and digital media.

If you host the same events on a regular basis, such as an *NCSY Latte and Learning*, we cannot create flyers for each individual event. Instead, we will create templates in Canva that you can update yourself (more details listed further down).

**The process is as follows:** You will receive a design for approval. Once approved, the final design will be given to you in the following formats:

- One size formatted for email
- Two sizes formatted for print
- Standard social media sizes based on the platforms you will be posting on (Instagram, WhatsApp, etc.).

**Note:** Any additional sizes or variations will cost an extra **\$XX-XXX** per size that will be billed to your department.



## EVENT MATERIALS

This includes all design elements necessary for the branding and promotion of an event.

### Typical event package includes:

- Save the Date
- Invitation
- Banners
- Agenda
- Name Tags

Additional event materials (e.g., signage, flyers) will be priced separately based on scope and complexity.



## BROCHURE

Primarily text-driven with minimal design, the focus is on clear layout and typography to present detailed information. Design work is light, emphasizing content structure and readability.

*An example is a CCR (Center for Communal Research) study, which is text-heavy with occasional design elements like charts and quote boxes.*



## REPORT/MAGAZINE

More design-focused than brochures, reports and magazines combine visuals and data to make detailed information accessible.

This typically includes charts, infographics, and custom visuals to support the content.



## PRESENTATION / PITCH DECK

Presentations vary in design based on content.

The goal is to create slides that clearly convey the message using visuals and minimal text. Design complexity ranges from simple layouts to more detailed graphics, depending on the presentation's goals.

As outlined in the introduction, the costs for presentations/pitch decks for one time use are not covered by MARCOM. Pricing depends on the scope of the project and will be provided upon request.



## BUSINESS CARD

Standard business card design is covered by MARCOM.  
Pricing for custom designs will be provided upon request.



## LETTERHEAD

Standard Letterhead design is covered by MARCOM.  
Pricing for custom designs will be provided upon request.



## LOGO/BRANDING (NOT INCLUDED)

Custom priced

MARCOM does not cover the cost of creating branding materials, including logos and style guides.  
Pricing depends on the scope of the project and will be provided upon request.



## SWAG (PROMOTIONAL ITEMS)

MARCOM does not cover any costs associated with promotional items.  
Pricing for promotional materials will be provided upon request.



## DIRECT MAIL CAMPAIGN

This includes the design elements for direct mail campaigns (e.g., postcards, letters, flyers, envelopes).

**Note:** Printing costs are handled separately through the Institutional Advancement department.



## Canva TEMPLATES

If you create basic event flyers on a regular basis, *(for example you host a monthly Latte and Learning event and need a flyer for each month)*, we will have a designer create templates for you in Canva that you can update yourself.



### MARCOM provides limited public relations services, including:

- Drafting articles and placing them in the media when there is an important initiative to highlight. Please note that MARCOM does not draft articles for run of the mill events such as annual dinners.
- Media placement – If you want to draft your own articles, we can help place them in local Jewish media outlets.
- OpEds – We work with departments to draft and place OpEds in the media on relevant topics.
- Media interviews – when relevant opportunities arise, we work with departments to schedule media interviews.
- When we place an article, we will provide you with links to media coverage.



### AD STRATEGY AND PLACEMENT

All ad placement (print and digital) is handled through MARCOM.  
Our pre-negotiated ad rates and placement services save you both time and money.

**The process:** When you decide to run an ad campaign, please contact our **Media Placement Manager, Amir Braun**, at [brauna@ou.org](mailto:brauna@ou.org). Amir will work with your budget and provide an advertising plan that will maximize your impact.

Ad plans include social media ads and influencers. At the close of the campaign, you will receive metrics (where available) that show how the campaign performed.



### SOCIAL MEDIA GUIDANCE AND STRATEGY

Our social media team is available to provide general guidance (i.e. evaluate your content and offer tips to enhance it) as well as strategy sessions. It is each department's responsibility to create their own social media content. In addition, our social media team creates content that highlights our departments on our social media channels.

To book a strategy session, please contact our **Social Media Manager, Malki Agular Jonas**, at [agulara@ou.org](mailto:agulara@ou.org).



### A/V SERVICES

We provide A/V services for programs and events in the tri-state area, based on availability. Services include A/V set up, event filming, and livestreaming. When booking our services, please provide as much advance notice as possible. If you are hiring a third-party A/V company for out of office events, we will provide consulting and guidance.

If you have any questions, please contact our **Senior Engineer, Alex Cook**, at [avsupport@ou.org](mailto:avsupport@ou.org).



## EMAIL STRATEGY AND TRAINING

We provide email strategy assistance to help you maximize your communications.  
We also provide training on how to use our email system and help manage your email lists.

If you have any questions, please contact **Miriam Weiland** at [miriamw@ou.org](mailto:miriamw@ou.org).  
If you have an email issue that needs to be resolved, please email [webhelp@ou.org](mailto:webhelp@ou.org) to submit a ticket.



## SHABBAT SHALOM

Our Shabbat Shalom email is sent to more than 60k contacts each Thursday. If you would like to submit something for consideration that highlights your programs to be included in Shabbat Shalom, please email a 3-5 word title, a short 1-2 sentence blurb, photo, and URL to [webhelp@ou.org](mailto:webhelp@ou.org) no later than Wednesday at 12:00 pm.



## BRANDING AND CREATIVE STRATEGY

Do you want to rebrand but don't know how to get started?  
Are you looking to promote a new project or program, but don't know what to do first? We can help!

Our creative team is available for strategy sessions to help get you on the right track! To schedule a session, please email our **Creative Director, EC Birnbaum**, at [birnbaume@ou.org](mailto:birnbaume@ou.org).



## VIDEO STRATEGY

Are you creating new videos to promote your work?  
Our team is available to help you strategize the best ways to utilize video as a tool to market your programs to your target audience. We can also help connect you to trusted vendors who can create high quality video content for you.

For more information, please email our **Creative Director, EC Birnbaum**, at [birnbaume@ou.org](mailto:birnbaume@ou.org).