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| **Date Submitted:** | **Program**: |
| **Agency:**      | **Total Budget:** |
| **Agency Contact:** | **Funding Source: [ ] General Fund [ ] Federal [ ] Dedicated** |
| **Phone:**      | **PeopleSoft Fund ID:** |
| **E-Mail:** |  |

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| **Type of E-Marketing**  |  |
| **[ ]  Website [ ] E-Mail [ ] Social Media [ ] Blog [ ] Survey [ ] Other** | **[ ] New OR [ ] Update of Existing** |
| **Quantity e-mail addresses:** |  |
| **IT Provider: [ ]  Indiana Interactive (IN.gov) [ ] Other:**  |
| **If “Other” explain why:** |

**Description of E-Marketing Project**

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| --- |
| Purpose of E-Marketing:Information to be conveyed or obtained:Will data be acquired? Method:Estimated Revenue (if applicable):Is the Agency developing or producing the creative portion? Explain. |

### Justification

Please describe in the box below how this e-marketing project will help your program meet its strategic goals and/or positively impact your targeted audience. Be sure to incorporate how the item fits in with the FY17 Marketing Plan.

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| **Agency Communications****Director Signature:** | **Date:** |

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| **Agency Chief Financial****Officer Signature:** | **Date:** |

SPECIAL NOTE: Please return completed form to the Communications Efficiency Committee at OMBCommunications@omb.in.gov.