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

|  |  |
| --- | --- |
| **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**

|  |
| --- |
| 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:** |

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

SPECIAL NOTE: Please return completed form to the Communications Efficiency Committee at [OMBCommunications@omb.in.gov](mailto:OMBCommunications@omb.in.gov).