



2023 ASANA FUNCTION GUIDE

Asana is a project management tool used by our True Lacrosse Marketing team. This system functions as our primary resource for capturing information from directors, managers, etc. within the entire organization. By allowing Asana to be the primary source of obtaining information for marketing materials, we are able to follow tasks, and deliver a more streamlined process of ensuring all materials are complete and accurate. Refer to this guide for a detailed outline of the processes, forms, links, and turn-around expectations.

I. **Submission Process**

- a. Visit <https://truelacrosse.com/marketing> to locate links and descriptions to all forms.
- b. Read the descriptions for each to get a clear understanding of what you are submitting, and what deliverables you are going to receive.
- c. Answer all questions with as much detail as possible, and please be sure to doublecheck for accuracy.
- d. After submitting a form, you will receive an email confirming your submission.
- e. All members of the marketing team will be assigned their corresponding tasks(s) based on the request submitted.
- f. If further information is needed, you will be contacted via email.
- g. If we have everything we need, refer to each form below to see expected turnaround times.
- h. When the materials are completed, a member of the marketing team will contact you via email to send you those materials.
- i. If there is a need for something to be edited as a result of typos or replacing an image, respond to the email with that edit. ***This is not to be confused with location changes, dates, times, etc. Those edits will be submitted using a separate form. Do not reply via email with those types of edits requests.***

II. **Marketing Form Types**

- a. Tryout Form - <https://form.asana.com/?k=Krz8icKsWsgoOFTA2sfBuA&d=12858544233256>
 - i. Use this form to request tryouts or evaluations that have a primary or secondary purpose of recruiting players to join one of our travel programs.
 - ii. Examples: Main Fall Tryouts for Travel Teams, Box Programs, Supplemental Tryouts, Prospect Days, National ID Clinics
 - iii. Deliverables: Registration Link, Graphics, Constant Contact, Social Media Strategy Assistance, and Mail Merge Assistance



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b. *Event Form (Non-Tryout)*

<https://form.asana.com/?k=jaz9SQzSSWVCRan9P5qpOg&d=12858544233256>

- i. Use this form to request any event that would not qualify as a tryout, travel team registration, or supplemental registration link. (A link that would not require extra marketing.)
- ii. Examples: Camps, Clinics, Free Clinics, Leagues, Team Trainings, Positional Academies, Showcases, Tournaments
- iii. Deliverables – Registration Link, Graphics, Constant Contact, Social media, Strategy Assistance

c. *Supplemental Registration Link*

https://form.asana.com/?k=DHsosTC5snTtwXJ4vB_hOA&d=12858544233256

- i. Use this form to request a registration link that does not require additional marketing materials.
- ii. Examples: Add-On Tournaments, Gear/Uniform Purchase Links, Private Lessons
- iii. Deliverables: Registration Link

d. *Graphic (Non-Event)*

<https://form.asana.com/?k=aFPgV9H4K7FM8m2a5L3YEQ&d=12858544233256>

- i. Use this form to request any sort of graphic not tied to a specific event. Graphics no longer need to be requested separately from their events.
- ii. Examples: College Commitment Graphics, Announcements, Logos
- iii. Deliverables: Graphic

e. *Marketing Request Edit*

<https://form.asana.com/?k=SRkUs4z6-UNUPFpcZDIVng&d=12858544233256>

- i. Use this form to notify our marketing team of any logistical changes to an event that have happened since the original submission. This could include price, dates, times, location, etc. These edits must be submitted at least 2 business days prior to the event. You can also use this form to update travel team pricing if full year or seasonal prices need to be adjusted or added. These are corrections on baseline prices and not related to discount codes.
- ii. Examples: Updates or Additions to Events or Travel Team Pricing
- iii. Deliverables: Edits on all materials

- f. [Travel Team Registration Form](https://form.asana.com/?k=ZxdLNejreEkaeukpAUBgmA&d=12858544233256)
 - i. Use this for to request a travel team registration. Practice Player Links Need to be requested separately.
 - ii. Examples: Field travel team, practice player links, rec team links, box links
 - iii. Deliverables: Registration Link Only

- g. [Mail Merge Templates](https://form.asana.com/?k=b4jG1_Y-Ffzujjs-z5ULkg&d=12858544233256)
 - i. Use this form to request a personalized form of communication mail merge template for your tryout, event, or program, not a general Constant Contact
 - ii. Deliverable: Email Template (Copy, Layout)

III. Edit Process

- a. If there is a need for something to be edited as a result of typos or replacing an image, respond to the email with that edit. ***This is not to be confused with location changes, dates, times, pricing, or other major edits. Those edits will be submitted using the marketing request edit form. Do not reply via email with major event editing requests.***
- b. Turn-Around for edit requests is 3 business days.

If you have any additional ideas or requests that you would like to market or advertise, feel free to bring those ideas and concerns to the marketing team. For example, player spotlights, team accolades, newsletters for local sports channels, billboards, etc. We are here to assist with any marketing needs you may have.

If you are completing a form for the first time and unsure of which form to fill out, contact us! Any member of the marketing team will be happy to assist you. For example, a director recently wanted to send out a press release about his team's success at a tournament. He emailed us to ask which form he should use, and we provided him with clear instructions. He completed the form, and his email was scheduled within 48 hours.

We're here to help you be successful!