



JFEDGMW: How to Navigate

# Basecamp

DRAG & DROP, TAG & POST.

Unlike Campfire, you can use the **Message Board** to have specific discussions or brainstorm about project-related topics that require longer, more focused conversations. These messages should not be related to specific to-dos.

*Create and title your new thread, compose your message, tag all to be notified, and post to start a new conversation.*

Each marketing piece has a dedicated comment feed and **To-Do** list where proofs, feedback, and approvals are shared.

*The list is broken down into all the necessary steps that must be completed prior to final production.*

*Each to-do is assigned to a specific person - when the box is checked off, it will prompt the next step for the next person toward completion of a job.*

**Keep the conversation about each To-Do list in its own place!**

**Campfire** functions as a real-time chatroom for all project participants.

*This is where you can ask quick general questions and share announcements for everyone in the project to see.*

*Do not use Campfire to share copy, discuss to-dos, or comment on specific pieces - add those posts in the To-Do comment feeds for the pieces to which they apply.*



The **Calendar** is where you will find all the To-Do dates for a project as well as any manually-added meetings or events.

*Export any Basecamp calendar to your Outlook, Apple iCal, or Google calendars for a snapshot of project progress and all of your deadlines.*

The **Email Forwards** tool generates a unique email address for each project. Forward any email conversation thread existing outside of Basecamp that is pertinent to preserve for a project record.

**Docs & Files** is where we share and store **ALL project documents** from start to finish.

**This is where you share:**

- a Word doc with your initial copy for editorial review in the COPY SUBMITTED folder
- eblast and mailing lists
- content calendars
- images, photos, and logos

**This is where you find:**

- final PDFs and JPGs of marketing collateral pieces in the FINAL FILES folder
- vendor swag and pricing info

**Questions?** Contact KB at ext. 3105 or ask any member of the Impact Team!