

Creative Brief Template

Project Title:

Overview: *(Project information, goals, measurable objectives)*

Deliverables Needed: *(Copy, design, printed materials, and/or mailing?)*

Primary Audiences: *(Who are they, how will they use this brochure or website, what should be avoided in talking to these audiences)*

Tone and Image: *(Funny and casual, or formal, what do target audiences believe before your nonprofit communicates with them, what tone and imagery will be most effective, specific visual goals)*

Messages: Features, Benefits and Value *(Prioritize the top features and/or facts about the program, service or organization you're marketing, and its value to target audiences. Outline how it compares to the competition. What's the one sentence that summarizes its unique value? Other key points?)*

Budget and Schedule: *(Has a budget been approved? When must the message get to the target audience for greatest impact? Due date for finished work?)*

Process: *(Who is the point person on your nonprofit's side? What is the review and approval process? Who will sign off on final execution?)*

Additional Information: *(How many rounds of your organization's revisions should the writer or designer build into the estimate? Any unique specifications you need to share, e.g. a graphic designer needs to know whether your mailing house will enclose the new brochure by machine and, if so, what kind of fold the machine can handle.)*

© 2002-2006 Nancy E. Schwartz.

www.GettingAttention.com www.NancySchwartz.com

2