



CREATIVE BRIEF

Client:

Project:

Date:

Client Background / Notes:

Campaign / Message Integration:

Appeal Type (indicate one or more):

☐ Story based ☐ Mission based ☐ Testimonial based ☐ Project based ☐ Challenge based

Key Messaging & Donor Value Proposition:

Specifically,

(1) What is the problem or opportunity specific to this appeal?

(2) How will the donor's contribution help the organization solve the problem or meet the opportunity with a specific call to action?

(3) Why should the recipient respond now?

Strategy & Copy Considerations, Points, Inclusions:

Segmentation / Letter Versions:

Research & Resources:

Deliverables:

- ☐ Creative Brief *Due Date:*
- ☐ First Draft *Due Date:*
- ☐ Photo Captions
- ☐ Affirmation Sentence
- ☐ Post Script
- ☐ Follow Up Email(s) *Due Date:*
- ☐ Thank You Letter(s) *Due Date:*