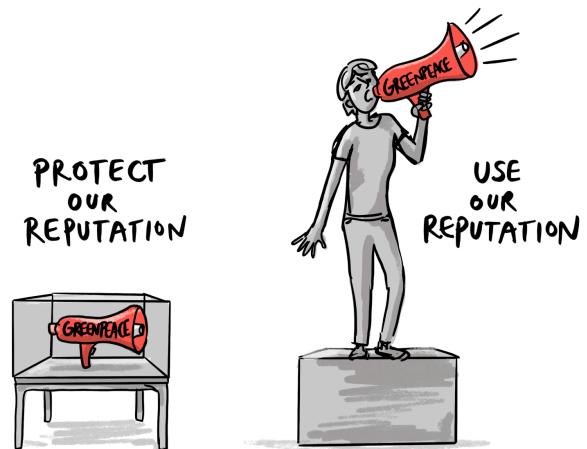


[TITLE] Key Info Template

[Snappy subtitle] This template can be used to document the key info of the project you're creating website content for!

Overview

This document exists to help communications staff gather information from campaigners and NROs in one place. It is designed to gather the core information we need to ensure that our messaging on GPI website (emails, petitions, blog, take action, press release, etc) and other channels (e.g. social media) has an impact while targeting our unique target audience. Just make a copy and fill in the blanks!



Links

- [Best practices for communicating with our audience](#)
- Link to campaign plans (lists of allies, plans for coalitions, etc)
- Links to key documents (Narrative docs, dos and don'ts, etc)
- Link to fact sheet

The Team

- List the team members, so your colleagues can get in touch with appropriate people and we have a record of who was working on this project.

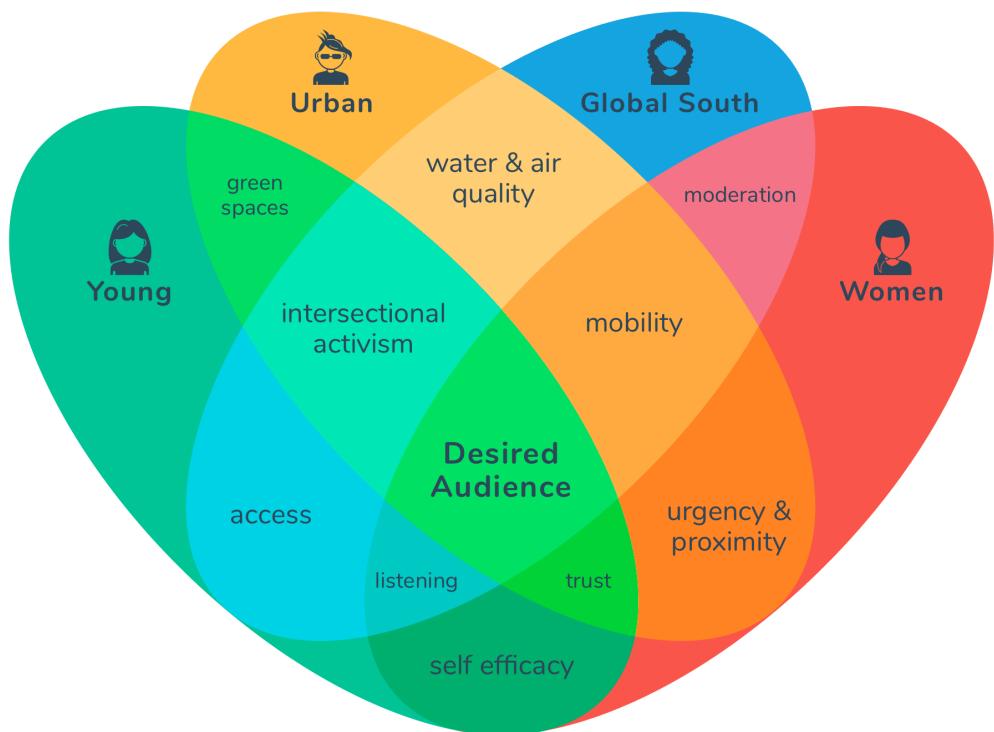
Objectives

Introduce the campaign/project briefly and note down the objectives of your collaboration with the campaigners/NROs/key influencers. You will want to note down

the impact GPI is looking to have. An example from the “31 Days of Women Leading the Climate Movement” project:

1. *To share our platforms with women around the world so their work is being highlighted in their own words.*
2. *To focus the month of March on the UN theme of the year: [Gender equality today for a sustainable tomorrow](#)*
3. *To form new relationships with allies and seek out new voices and stories from around the world.*
4. *To amplify diverse voices of women fighting for climate justice, highlighting the work of BIPOC women, Trans women and women from the Global South, young women.*

Audience



The Audience Ikigai was developed to help you have a conversation about how to frame the campaign or project content. You might not be able to target the elusive "Desired Audience", but being clear about who you are focused on will help you tailor your content!

If the campaign audience is not a subset of gen z, urban women in or from the Global South, you should be aware that the campaign or NRO isn't targeting a GPI audience!

Use the Audience Ikigai to document the audience for this project. Write a paragraph or two about who they are and how you will target content to this audience.

Tone

Use this section to determine the tone of your outputs. Some dichotomies to think about:

- Is the campaign more funny or serious?
- Casual or formal?
- Sassy or respectful?
- Enthusiastic or matter-of-fact?
- Radical or diplomatic?
- Sarcastic or outraged?

**BOLD
POSITIVE
Factual**

Outputs

Content

List the content you will be creating. List the content campaigns should submit. Here's another example from "31 Days of Women Leading the Climate Movement":

- *Profiles of 31 women (external/internal)*
 - *Photos (ensure there's a form for them to fill out allowing us to use their image)*
 - *1-2 paragraphs of them talking about their work (first person, 50-80 word per paragraph)*
 - *Their/their organization's Instagram handles*

Channels

- Primary channel: For example - "*Instagram - both on the feed and in IG Stories*"

- Secondary: For example - "Twitter, Facebook, P4"

Translations

The International website can post translations from NROs IF:

- The audience for the piece is in some way our desired audience
- The campaign or NRO has a budget for translation (some recommended freelancers can be found in [this sheet](#))
- The campaign or NRO is happy with GPI communications staff making editorial decisions on the translated piece

Timeline

Work together with the campaigner and project leads to work out what needs to happen when. Then add due dates and deadlines to your Web Content Asana board. You'll want to start a new board from [this template](#).