**Click here to explore additional templates and resources for free in**

[](http://www.smartsheet.com/try-it?trp=8618&utm_source=integrated+content&utm_campaign=/free-creative-brief-templates&utm_medium=nonprofit+creative+brief+doc&lx=GUYVhl-129hoy5iecZYpnF2F3tjZfBYMXSEruozjq1E&lpa=nonprofit+creative+brief+doc)

**NONPROFIT CREATIVE BRIEF**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CLIENT** | | | | | |
| **PROJECT NAME** | |  | | | |
| **CLIENT NAME** | |  | | | |
| **BRAND** | |  | | | |
| **CURRENT WEBSITE(S) URL** | |  | | | |
| **CONTACT INFO** | | **NAME** | |  | |
| **PHONE** | |  | |
| **EMAIL** | |  | |
| **MAILING ADDRESS** | |  | |
|
|
| **DATE:** | | | | **AUTHOR:** | |
|  | |  | |  | |
| **PROJECT** | | | | | |
| **PURPOSE | *why?*** | | | | | |
|  | | | | | |
| **OPPORTUNITY | *ultimate impact?*** | | | | | |
|  | | | | | |
| **ECONOMIC / SOCIAL ISSUE** | | | | | |
|  | | | | | |
|  | |  | |  | |
| **OBJECTIVE** | | | | | |
| **CALL TO ACTION | *what does the project work to achieve?*** | | | | | |
|  | | | | | |
|  | |  | |  | |
| **CURRENT BRAND / CAMPAIGN ANALYSIS** | | | | | |
| **POSITIVE ASPECTS | *what's working, and why?*** | | | | | |
|  | | | | | |
| **NEGATIVE ASPECTS | *what isn't working, and why not?*** | | | | | |
|  | | | | | |
|  | |  | |  | |
| **CREATIVE / DESIGN ELEMENTS** | | | | | |
| ***what are the fundamental creative / design components of the project? Ie. styleguides, look and feel, specific printed pieces*** | | | | | |
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| **TARGET AUDIENCE** | | | | | |
| **PROJECT TARGET | *who are we trying to reach?*** | | | | | |
|  | | | | | |
| **BRAND TARGET | *who does the brand speak to?*** | | | | | |
|  | | | | | |
| **DESIRED REACTION | *what actions do you wish your market to take?*** | | | | | |
|  | | | | | |
|  | |  | |  | |

|  |  |  |
| --- | --- | --- |
| **ATTITUDE** | | |
| **PROJECT TONE | *what traits are we trying convey?*** | | |
|  | | |
| **BRAND PERSONALITY | *what characteristics define the brand?*** | | |
|  | | |
|  |  |  |
| **COMPETITIVE ANALYSIS** | | |
| **REFERENCES | *research, inspiration, and styles*** | | |
|  | | |
| **THE TAKEAWAY | *what is the key idea to be remembered?*** | | |
|  | | |
| **TAG LINE | *prepared copy, key words, or theme*** | | |
|  | | |
|  |  |  |
| **IMAGE REQUIREMENTS** | | |
| **GRAPHICS** | | |
|  | | |
| **PHOTOGRAPHY** | | |
|  | | |
| **MULTIMEDIA** | | |
|  | | |
|  |  |  |
| **SCHEDULE** | | |
| **PROJECTED TIMELINE** | | |
|  | | |
| **IMPORTANT DATES / DEADLINES** | | |
|  | | |
|  |  |  |
| **BUDGET** | | |
| **AMOUNT** | | |
|  | | |
| **FINANCE SOURCES** | | |
|  | | |
| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** | | |
|  | | |
|  |  |  |
| **FURTHERMORE** | | |
| ***include any additional critical information*** | | |
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|  |  |  |
|  |  |  |
| **COMMENTS AND APPROVAL** | | |
| **CLIENT CONTACT NAME & TITLE** | | |
|  | | |
| **COMMENTS** | | |
|  | | |
| **DATE** | **SIGNATURE** | |
|  |  | |
|  | | |
| [Or, Click Here to Create a Collaborative Nonprofit Creative Brief in Smartsheet](http://www.smartsheet.com/try-it?trp=8618&utm_source=integrated+content&utm_campaign=/free-creative-brief-templates&utm_medium=nonprofit+creative+brief+doc&lx=GUYVhl-129hoy5iecZYpnF2F3tjZfBYMXSEruozjq1E&lpa=nonprofit+creative+brief+doc) | | |