

**COMMUNICATIONS PROJECT BRIEF**

Outline the scope and timeline of your project or initiative, as far in advance as possible. Communications will follow up with questions, meeting request, recommendations, and agreed upon tasks and deadlines.

1. **Your name, relevant program area, and today’s date.**

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1. **Briefly summarize the project or initiative.**

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1. **What are the main goals of this project/initiative** (what do we want people to think/do)**?**

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1. **Audience(s)?** Be as detailed as possible, e.g. loan clients, program participants, child care providers, grantee partners, certain community members, policy makers, etc.

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1. **If you have ideas for specific communications tools needed, please list them.**

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1. **Important dates** e.g. launch date, RFP opens or closes, event date, etc.

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1. **If there is a communications budget, please list $ amount and any budget notes.**

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1. **Who is the primary decision-maker/project lead?**

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1. **If there are others who should be part of conversations about communications, please list.**

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1. **Any other notes** e.g. funder requirements, special circumstances, related upcoming events, etc.

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