Online Campaign Brief

Use this campaign brief template to organize and communicate your fundraising campaign to all internal contributors of content, creative, and implementation.

Background and Description

Is there any pertinent history or context that will help in understanding this campaign? This covers stage-setting, context of how many are in an email series, what other channels will be used, campaign goals. Include the full scope of the project deliverables – email, donation page(s), e-cards, website banner(s), content stories, etc.

Audience

Who are we mailing? Who are we suppressing / not mailing? Who needs special content? Be sure to address the following: Segmentation, Versions, Suppressions, and Conditionals.

MESSAGE #	SEGMENT	SEGMENT INSTRUCTIONS
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Campaign Theme

The concept of this campaign is … [explain the concept and how it will play out in messaging]

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Key Messages

What is the top thing (or two) we want to communicate? (Example 1: Match campaign: Give because the Dan family is sponsoring a match for $XX; Example 2: End-of-year appeal—100% tax deductible

Calls-to-Action

What do we want the audience to do? Why are we doing this? What is the goal? Donate? Sign a Petition? Sponsor a well? To what destination are we driving people (landing page, donation form, and micro-site)? Include all URLs available.

Copy Points

In order of importance, list the points that back up the overall key message. What are the most compelling reasons for the consumer to believe the brand can actually deliver on the benefit it is promising? Be sure to incorporate the four quadrants of effective messaging: Theory of Change. Emotional Gut Check. Donor as Hero. Sense of Urgency.

QUADRANT	COPY POINT
Theory of Change	_____
Emotional Gut Check	_____
Donor as Hero	_____
Sense of Urgency	_____

Define who will be the messenger. Does this message need a salutation and signer? What is the tone? Is this institutional or in the voice someone else (a constituent, volunteer, etc.)? Will we use the messenger's photo in the email signature?

Resources

What assets, stories, facts, visuals, images, content, links, source coding do we have? What is missing? Do we have access to the right person to interview?

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Brand and Design Considerations

Include a summary of the brand elements that should be a constant in all marketing communication. These include the brand positioning, the value proposition, brand personality and the desired tone and manner. Should this mimic another existing item or campaign? Should this be a departure (i.e., brand new)? What are the mandatories, e.g. unsubscribe button in the footer.

Testing Opportunities

For this particular campaign and its given audience size, what tests are viable (A/B, multi-variant, etc.)? 10/10/80? This should map to goals in the roadmap as opposed to "Let's test subject lines," except recurring campaigns like match and year-end (e.g., last chance versus hurry).

Technical Considerations

Do we need a special mobile version? Do we need to update a landing page? Do we need a cross reference table or upload promotional histories, etc.?

Campaign Calendar

DATE	CREATIVE OR DELIVERABLE (Strategy, Copywriting, Mock-up, Drop-Date)	PRIMARY CHANNEL (Email, Facebook, F2F, Twitter, Blog)	DONE (✓)

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DATE	CREATIVE OR DELIVERABLE	PRIMARY CHANNEL	DONE
	(Strategy, Copywriting, Mock-up Approval, Coding,)	(Email, Facebook, F2F, Twitter, Blog)	(✓)
_____	_____	_____	_____
_____	_____	_____	_____
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_____	_____	_____	_____
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_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Campaign Metrics

Campaign Total: _____

Number of Gifts: _____

Average Gift: _____

Open Rates _____

Donation rate: _____

Donations by channel: _____

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