



Creative Brief Guide

How to develop your brand's strategy

Welcome to the Creative Brief Guide

When starting a new campaign, writing a creative brief can be a challenge. But, if done correctly, your brief will help your team stay aligned and formulate a cohesive brand message. It will be your foundation to build your campaign.

The DO MORE GOOD Creative Brief Guide will help your organization develop a marketing strategy and outline a plan to achieve your goals. Using background information about your company, the creative brief strategy will become an important blueprint for achieving campaign success.

Why do I need a creative brief?

It might be tempting to jump right into a new campaign or project without completing a creative brief. It can seem like an unnecessary task. But, taking the time to plan and use a creative brief will help you and your team stay focused and consistent.

With a creative brief, any deliverables, visuals, messaging and tone are not left up to assumption. The details are spelled out. Due dates are known. You can avoid going back and forth discussing visual concepts if you have a strong creative brief. By putting in the effort to plan on the front end, your team can become more efficient and save time in the long run.



Developing your creative brief

This guide provides you with a worksheet to develop your own creative brief. Identify these elements as they pertain to your brand:



Marketing Situation - Describe your organization and mission statement. Communicate your message in a way that an external party would understand. This can also include the context of the project and what needs to be known to complete it.



Target audience - Your target audience is the group of people you want to communicate with. Think about which segments of the population you want to reach. Keep in mind your audience's age, gender, behavioral choices, education, lifestyle, and who they are. These details will help your team decide the best choices for design and campaign execution.



Objectives - What do you want to achieve? Would you like to get more sales, recruit more volunteers, or increase engagement? Objectives are measurable items you want to accomplish, not just the deliverables or assets.



Obstacles - Your obstacles are the challenges and problems your project may face. Do you have a local competitor? Is there an issue with a donor?

Developing your creative brief continued

Other elements you need to think about are:

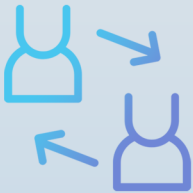


Key Insights - After observing your target audience, you will develop observations about them.

Think about why your audience engages in that certain behavior, or feels a particular way. Once you identify the “why,” you can formulate your key insights. What did you learn from your audience? How can you use what you learned as an opportunity to connect?



Main Message - Identify the “big picture idea” for your campaign. If you could cut the main message down to its core, what would it say?



Supporting message - The supporting message backs up the claims made in your main message. How do you support the claims made in your message?



Key emotional takeaways - This is how you want your target audience to respond and feel to the organization’s messaging and campaign. Will your audience be so touched by your heartwarming message they want to volunteer? Is your audience so motivated and inspired they want to attend your educational webinars to learn more?

Developing your creative brief continued

The final pieces to identify in your creative brief are:



Brand Personality - If you were to use human-like qualities to describe your organization, what would you say? Your brand personality helps your audience understand your organization and form opinions about it. Use precise language and stay true to your personality to be viewed as authentic. For example, if you describe your brand as, “fun” then do not use dry, formal and corporate language.



Deliverables - Deliverables are the assets your organization will create to compliment your objectives and achieve your goals. This might include creating a new brochure, video series or website.



Time frame - This is the timeline and due dates for your project. This will help your creative team know when certain visuals are needed.

With all these elements evaluated, you are ready to create your brief. The following pages have a blank worksheet for you to fill out and an example to follow!



[Download your own copy here!](#)

creative strategy

brand:
job title:

date:
specs:

Marketing Situation

Objectives

-

Target Audiences

-

Obstacles

-

Key Insights

Main Message

Supporting Message

-

Key Emotional Takeaway

Brand Personality

Executional Considerations

Deliverables:

Timeframe:

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client: DO MORE GOOD

job #: XXXX-DMG

date: 7.07.21

job title: Messaging, Content + Website Refresh

specs: XXX

Marketing Situation

DO MORE GOOD is a nonprofit educational brand focused on helping other nonprofit organizations grow, capture, and retain more support for their mission. Through Nonprofit Hub, DMG publishes content, holds workshops, and has developed a flagship national conference for nonprofits. DMG also operates the **CAUSE NETWORK**, a networking community for nonprofits.

NONPROFIT HUB is an online educational **content platform and** community dedicated to giving nonprofits everything they need to better their organizations and **the communities they serve**. A non-profit toolbox, NPH offers one location where nonprofits can find the high quality resources – by creating and curating the best content available online.

DMG and NPH facilitate and manage **CAUSE CAMP**, an annual nonprofit conference that has been **nationally recognized** by Forbes Magazine as one of the best conferences in America for the nonprofit sector. Together, they serve 40,000 nonprofits in the U.S.

Objectives

- Refresh and refocus DMG branded website and social pages as well as existing and new key content properties
- Allow visitors to easily access content related to all core brands and offerings
- Deepen engagement with nonprofit members and attract corporate sponsors
- Help grow community and fans for DMG, NPH and, as a result of Bill's and the agency's work/efforts ... HAVEN

Target Profile

Primary Target

- 50,000 nonprofits, and those who support nonprofits, from all over the world (though, primarily, the U.S.) who are members of Nonprofit Hub, Cause Network and/or DO MORE GOOD
- Tend to be small-to-midsized nonprofit professionals, women ages 25 – 45 who want to bolster the impact they're making in their organizations and the communities they serve. Tend to be executive directors, fundraisers, marketing or program coordinators, board members or volunteers.
- Include both faith-based and secular organizations across health and human services, education, arts/culture/humanities, religion, animals, and the environment

Secondary Target

- Businesses interested in increasing their visibility with nonprofits through program sponsorships and website advertising
- Nonprofits and those who support nonprofits who are not yet members of DMG/NPH

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Obstacles

Nonprofits have many educational resources and support networks to choose from, which provide everything from webinars to pre-packaged programs and apps to payment systems to process donations and tickets to events.

Key Insights

- Like businesses, non-profits must compete for attention and engagement and, especially for discretionary time and money, to generate the resources they need to survive, thrive and to better serve their organizations and communities.
- Once-reliable sources of revenue such as workplace giving are in decline, so they must find new, creative ways to generate a margin that supports their mission.
- And now, coming out of a pandemic year which made it impossible for nonprofits to hold money-making events and fundraisers, these organizations are especially in need of brand differentiation and marketing tools to accelerate their return to sustainability.

Main Message

Learn how to move your organization from good to growth and do more good as a result.

Support

- DMG provides a blueprint and framework for how the voice of charity, citizenship, faith, and human kindness could compete better with the voice of consumerism and materialism.
- The newly merged entity serves 50,000 nonprofits in the US.
- The organization is a "one-stop shop" where nonprofit leaders can learn from the experts and from each other, and find resources and partners to help them "do more good"
- Key content properties include: **Nonprofit Hub**, Networking/Community **Cause Network**, events such as **Cause Camp** and **Nonprofit Certification Program** for faith-based nonprofits in partnership with Cornerstone University

Key Emotional Takeaway

I am empowered to be a more effective nonprofit leader, helping my organization do more good for the people and causes I serve.

Brand Personality

Transformational. Accessible. Inspiring. Interesting. Engaging. Connected with High-Level Thought-Leaders. Fun.

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Executorial Considerations

DELIVERABLES

1) Refreshed DMG website:

Main Navigation Bar

- Membership
- The Good Page (blog)
- Recommended Resources
- The Good Store (note new name, aligned with name on NPH site)
- About Do More Good

Contact Us Home Page Tiles

- Marketing Mondays
- Replace Events + Training with nonprofithub.org
- Cause Camp
- Cause Network
- Nonprofit Certification Program

Do More Good | The Book Footer references

- Membership
- Sponsorship/Partnership
- Donations + Scholarships
- Meet the Team + Board
- The Good Page (Blog)
- Press
- FAQs (currently doesn't exist)
- Privacy Policy (currently doesn't exist)

- New pages needed/suggested revisions/notes:
 - Marketing Mondays: New page needed
 - Do More Good | The Book: consider adding pre-order option; add info on co-published by Simon & Schuster and Worth Books, build out with background on Worth Books (See accompanying flyer)
 - Replace Events + Training tile with nonprofithub.org: If NPH Is the "toolkit" you want to highlight, this is a good place to do it and replace an unpopulated link

2) Wireframe outline

See Attached

TIMEFRAME

Project Kickoff/Input	July 14
Concept Development	July 14 – Aug 4
Concept Review	Aug 4
Creative Refinements	Aug 4 – 11
Files to Developer	Aug 11
Web Development	Aug 11 – Sept 8
Review + Revisions.	Sept 8 – 22
Soft Launch	Sept 22
Public Launch	Oct 1



Cause Camp!

MAY 2 - 3. 2022 | GRAND RAPIDS, MICHIGAN

The Cause Camp Nonprofit Conference, **named a must-attend event by Forbes**, is returning in-person and larger than ever!

MINISTRY-SPECIFIC INTENSIVE | AFFORDABLE
THOUGHT LEADERSHIP | EXPERTISE | NETWORKING

Register at www.cause.camp