

Project Title:

People Involved:

PROJECT | Describe the purpose of the project

OBJECTIVE | What goals are you trying to achieve?

TARGET AUDIENCE | Who are you trying to reach?

tone | What style do you wish to utilize (friendly, formal, funny, casual, etc.)?

MESSAGE | What is the key idea to be remembered?

PROJECT QUESTIONNAIRE

SCHEDULE | Projected timeline, important dates, deadlines, etc.

DELIVERABLES & FORMAT | Describe key pieces to be produced

BUDGET | *Keep in mind that Marketing may not be able to help with funding

OTHER | Please share any additional information you deem necessary