**TBD Campaign**

# Strategy Brief

# **CAMPAIGN DATES**

# **CAMPAIGN DESCRIPTION & GOAL**

# **CHANNELS & STAKEHOLDERS**

# **KEY DATES**

|  |  |
| --- | --- |
| *TBD* | *Creative ticket submitted* |
| *TBD* | *Final copy and design due* |
| *TBD* | *Email #1 send date*  *Homepage #1 goes live in the morning* |
| *TBD* | *Homepage #1 comes down in the morning* |

# 

**KEY MESSAGING & CALL TO ACTION**

# **CREATIVE ASSETS NEEDED**

* ***Email copy and design*** 
  + ***Messaging****:*
  + ***Call to action:***
  + ***Personalization:***
  + ***Signer****:*
  + ***Design:***
  + ***Audience****:*
  + ***Production notes****:*
* ***Homepage splash imagery and copy***
  + ***Copy****:*
  + ***Images:***
  + ***Production notes****:*
* ***Donation form***
  + ***Copy****:*
  + ***Images:***
  + ***Production notes****:*
* ***Organic social***
  + ***Copy****:*
  + ***Images:***
  + ***Production notes****:*
* ***Paid social ads***
  + ***Copy****:*
  + ***Images:***
  + ***Production notes****:*

**CAMPAIGN TAGS & LINKS**  
Google Analytics Campaign Tag: