**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: