

# WEBSITE CREATIVE BRIEF

The best way to have a successful web design project is to keep focused on your mission, the audiences that you’re trying to connect with, and your goals for what you’d like those audiences to do.

The creative brief is a great tool to help you document and create alignment within your nonprofit. Use this at the beginning of your project to get clear internally before reaching out to potential web developers about your project.

<b>Date:</b>	
<b>Project Name:</b>	
<b>Internal Project Manager:</b>	<i>The internal project manager or web team leader who will be responsible for keeping the organization on-task during the project, and the primary point of contact for the web developer.</i>
<b>Web Team:</b>	<i>A cross-functional group of representatives from different functional roles across the organization, they will be responsible for representing their department or group during the project, and for communicating back to their teams.</i>
<b>Audience(s):</b>	<i>List here the audiences that you’d like to connect with using your new website. Order them in terms of priority from most important to least.</i>
<b>Your Organization or Group's Mission:</b>	<i>Obviously you know your mission, but it’s important to keep it front and center as you figure out your website goals and user actions.</i>
<b>Website Goals and User Actions:</b>	<i>Re-type your audiences in this section. For each audience, write out the goals for your website based on your organization's mission and the strategic plan you have that spells out how you will achieve your mission. These goal statements should be general and simple.</i>  <i>Good examples of website goals include “increase audience</i>

	<p><i>engagement with our online presence,” “increase monetary support for our organization” or “raise awareness of our organization online.”</i></p> <p><i>After you write your goal, you might consider how this goal translates into a user action on your site. So, “raise awareness” might translate into download annual report. If you like, list user actions beneath each audience goal.</i></p>
<b>Key Messages:</b>	<p><i>What are the key messages that you want to share with your audience(s)? Said another way, what are you going to convey to the audiences above to get them to achieve the goal listed below. These key messages are core statements or beliefs that you want to convey about your organization, and may not be explicitly stated on the site.</i></p>
<b>Design Strategy:</b> (Perception/Tone /Guidelines)	<p><i>Define the look of the your website. Think less in concrete terms like colors (unless you have set brand colors) and more about broader terms like “modern” or “friendly”. Describe how you would like users to feel about your project emotionally.</i></p>
<b>Deliverables /Services to Provide:</b>	<p><i>If there are other deliverables besides the website, list them here. For instance, adding website branding to your Twitter account might go here, or vectorizing your logo.</i></p>
<b>Technology Ecosystem</b>	<p><i>List out the other online services or databases that you use as a part of your organization’s work. The point of this exercise is to identify technologies that may need to integrate with your website including social media presences, event registration, or donation portals, etc.</i></p>
<b>Launch Date:</b>	<p><i>Define your desired launch date for the project. Note that this date may need to change based on the advice of your web developer partner.</i></p>
<b>Budget Range:</b>	<p><i>Like the launch date, you may need to adjust the budget for your website based on input from your web developer as well.</i></p>
<b>Other</b>	

<b>Considerations:</b>	
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