

# Nonprofit Awareness Campaign Ad Brief

## Organization Overview

Nonprofit Name

Enter nonprofit name

Mission Statement

Brief description of mission

## Campaign Objectives

What are the key goals for this campaign?

E.g., Raise awareness, increase donations, recruit volunteers

## Target Audience

Describe the primary audience(s)

Demographics, interests, location, etc.

## Key Messages

What main idea(s) should the audience remember?

List primary message points

## Deliverables

What ad formats are needed?

E.g., Social media, banners, flyers, videos

## Visual Direction

Describe any brand elements, visual style preferences or requirements

Colors, fonts, imagery, logo usage, etc.

## Timeline & Budget

Key dates (launch, milestones, deadlines)

E.g., 6 weeks, launch date: July 1

Project Budget (optional)

E.g., \$5,000

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## Contact Information

Project Contact Name & Email

Name, email

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