

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

Contact Information

Project Contact Name & Email

Name, email
