

8-Step Project Brief

Background

What was the catalyst for the project? Why Now? Opportunities? Challenges?

Goals

What is to be accomplished? What is the methodology to be utilized?

Population

Who is the project about, and for? Is there a priority population for the plan?

Message

In the end, if you had 5 minutes to present to the Executive Director or Board Chair, what would that slide say?

Deliverables

What is needed to get your message across to your audience, e.g., a full report, just charts with text, illustrations, statistics/quotes, just bullet-pointed slides?

Timeline

Is there an end date for the project that is tied to a calendar date? Seasonal? If this is a repeating process, is there a specific season to target, or to avoid?

Budget

What is the proposed budget? Where will the money come from? How much room is there for budget overrun?

Staff

Which internal constituents/offices need to be represented in the process? Will this process be done in-house, with consultants, or a hybrid?



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