

Cross View Project Brief Worksheet

March 18, 2023

Project name and description: _____

1. Background / Overview:
2. Objective: what is the goal of the project or activity?
3. Measurement: What does success look like?
4. Target audience: who are we talking to?
5. Focus: what's the most important thing to say or show?
6. Reasons why: what are the most compelling reasons to engage or participate in this activity or project?
7. Also: what else might help the team?
8. Schedule: What do we need from the team, and when do we need it?

Cross View Project Brief with Descriptors

Draft 4

Updated December 26, 2021

Project name and description: _____

1. Background / Overview:

What's the big picture? Any opportunities or challenges that might be associated with this project? Why are we doing this project? Does it replace another one? And should it? Where does it fit with Connect/Grow/Serve?

2. Objective: what is the goal of the project or activity?

Write a concise statement of the effect the project or activity should have on the target audience. Typically expressed as an action. Think in terms of the SMART approach: Is your objective **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imely?

3. Measurement: What does success look like?

How will we measure this project? Do we have numbers from previous projects or events that help us determine if we were successful?

4. Target audience: who are we talking to?

Go beyond basic age and gender data to humanize demographic details with insights and lifestyle information.

An audience profile is more about how people think, feel and behave than it is about numbers and percentages. The aim here is to paint a portrait of the audience - a verbal picture that the team can talk to and visualize.

Start with a few basics:

- Who are they?
- Where are they?
- How will we communicate with them?

5. Focus: what's the most important thing to say or show?

Here you want to identify the single most persuasive statement, or compelling visual to achieve the objective. Keep it simple and specific. Avoid generalities.

6. Reasons why: what are the most compelling reasons to engage or participate in this activity or project?

List the rational and emotional reasons for the audience to engage with the project or activity. Include all major points and visual evidence listed in order of relative importance regarding this project or activity to the audience.

7. Also: what else might help the team?

Here's where you can include a description of the project or activity, thought starters. Think of it as supporting information.

8. Schedule: What do we need from the team, and when do we need it?

Provide thoughts on what you may want to have created. Also, ways communicate to (see the Communications Audiences and Mediums Worksheet) about this project.

Must include the details on available budget, timing, resources and reference materials, key information (dates, times) and contacts.