

PROJECT BRIEF

LINDENWOOD UNIVERSITY

ADVANCEMENT & COMMUNICATIONS

INSERT DATE HERE

Project Name

Insert info here

PROJECT OVERVIEW

Insert info here

GOALS

Goal One Insert info here

Goal Two Insert info here

Goal Three Insert info here

TARGET AUDIENCE

Primary Target Insert info here

Secondary Target Insert info here

Secondary Target Insert info here

COMMUNICATION MESSAGE

Insert info here

VOICE & TONE

Insert info here

COMPETITIVE ANALYSIS

Competitor 1 Website here

Competitor 2 Website here

Competitor 3 Website here

TIMELINES

Key Dates	Insert info here
Key Dates	Insert info here
Key Dates	Insert info here
Key Dates	Insert info here
Key Dates	Insert info here
Key Dates	Insert info here
Key Dates	Insert info here
Key Dates	Insert info here
Key Dates	Insert info here
Key Dates	Insert info here

DELIVERABLES (SUPPORT MATERIALS)

Deliverable Here	Insert info here
Deliverable Here	Insert info here
Deliverable Here	Insert info here
Deliverable Here	Insert info here
Deliverable Here	Insert info here
Deliverable Here	Insert info here
Deliverable Here	Insert info here

NEXT STEPS

Team Here	Insert info here
Team Here	Insert info here
Team Here	Insert info here
Team Here	Insert info here
Team Here	Insert info here
Team Here	Insert info here
Team Here	Insert info here
Team Here	Insert info here
Team Here	Insert info here
Team Here	Insert info here