

PRINT PROJECT PLANNING SHEET

Please fill out as much as you can in preparation for your meeting with your Communications and Marketing staff representative.

Thank you.

Project manager's name, e-mail, phone, and mailing address (for deliveries)

Brief project description and possible format (brochure, case statement, postcard)

Target audience(s) _____

What do you want the target audience to *think or know*?

What do you want the target audience to *feel*?

What do you want the target audience to *do*?

Primary benefit to audience? _____

PRINT PROJECT PLANNING SHEET — PAGE 2

Support detail (what will make the benefit believable?) _____

Topics/content that must be addressed/included? _____

Deadline (and what's driving it) _____

Tone (formal, informal, etc.) _____

Number of copies _____

Delivery mode(s)/ (by hand, enclosure, self-mailer, nonprofit, first class)

Response card/BRE? _____

Budget _____

C&M Project Manager _____ Date _____

[to be signed at meeting]