WEBSITE CREATIVE BRIEF

The best way to have a successful web design project is to keep focused on your audiences you’re trying to connect with, the problems you want them to know that you can solve, and finally on what actions you would like them to take on your website.

The creative brief is a great tool to help you document and create alignment within your nonprofit. Use this at the beginning of your project to get clear internally before reaching out to potential web developers about your project.

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| **Date:** |  |
| **Project Name:** |  |
| **Project Manager:** |  |
| **Team:** |  |
| **Your Organization’s Mission:** |  |
| **Website Goals (Keep Broad!):** | Good examples of broad website goals include “increase audience engagement with our online presence,” “increase monetary support for our organization” or “raise awareness of our organization online.” |
| **Audience(s) & User Actions:** | List here the audiences that you’d like to connect with using your new website. Order them in terms of priority from most important to least. What actions would you like them to take on the website? List them and consider how they connect to the goals stated above. |
| **Mission Statement:** |  |
| **Key Messages:** | Look to your mission, vision, and values, what are the key messages that you want to share with your audience(s) based on those statements of belief? |
| **Design Strategy:** (Perception/Tone /Guidelines) | Define the look of your website. Think less in concrete terms like colors (unless you have set brand colors) and more about broader terms like “modern” or “friendly”. Describe how you would like users to feel about your project emotionally. If your organization has a set style guide, note that here. |
| **Deliverables /Services to Provide:** | If there are other deliverables besides the website, list them here. For instance, adding branding to your social media accounts might go here, vectorizing your logo or any other project outcomes beyond completing the website. |
| **Technology Ecosystem** | Note whether you’re using Macs or PCs, and what your business Office Suite solution is (usually Office365 or Google Apps). List out the other online services or databases that you use as a part of your organization’s work. The point of this exercise is to identify technologies that may need to integrate with your website including social media presences, event registration, or donation portals, etc. |
| **Desired Launch Date:** | Define your desired launch date for the project. Note that this date may need to change based on the advice of your web developer partner. |
| **Budget Range:** | This will likely start as a guess. Update it after you have the opportunity to speak with a few potential web vendors. |
| **Other Considerations:** | Note any other things that may affect a potential project – a big fundraiser that may prolong the timeline, a maternity or paternity leave, etc. |