

KFTC Communications Worksheet

Project title	
Date	
Point person	
Other staff/members on this project	
Who will sign off?	Who needs to view this draft, and who is the final person to sign off?
Purpose	
Goals	Beyond the purpose statement, what specific goals do we hope to achieve with this project?
Audience	Are there multiple audiences for this piece, and how do these audiences impact the content, voice, tone, etc.?
Voice	
Tone	Congratulatory, inspirational, urgent call to action, etc.?
Message	
Procedure and Deadline	What are the first, next and last steps for accomplishing this project? What are the deadlines?

Attachments	What are the other pieces that will accompany this piece and have similar deadlines? (For example, a brochure or response card to accompany a letter)
Sequencing/Alignment	Is this part of a series of related pieces? How might it relate to other pieces we're doing? Is our message/framing consistent?
Other applications	How might we use this material for other applications (i.e., web page, phone script, fundraising mailing, blog post, etc.)?
Weave/coalesce	How does this piece integrate with our other issue campaigns and strategies?
Graphics	What are the possibilities?
Photos	What are the possibilities?
Printing	Who will print? Date to printer? Costs?

Distribution plan	What is our plan for getting this piece into the hands of people who need to read it an/or use it as an organizing tool?
Budget	
Electronic version?	Do we want one? How do we make it happen?
Reflection/Evaluation	What went well? Which parts were most challenging? How could we improve this process next time around?