

Name: _____ Date: _____ Estimated due date: _____

Project title: _____ Email: _____

Unit/department: _____ Phone: _____

Are there established decision makers? Who are they?

Have you alerted and prepped any other internal teams (PR, product, legal, etc.) that are needed for this project?

Objectives you would like to achieve with this project:

Examples

- Increase Giving Tuesday fundraising dollars by 20%
- Increase awareness of ISEN research areas with undergraduate students on campus

Background:

Examples

- Peer institutions' fundraising results are ahead of Northwestern; we need a new marketing campaign to catch up
- President Schapiro will be present at upcoming graduate student events, so we need to increase graduate student attendance rate

Tell us about your primary and secondary audience:

(And any challenges you face in communicating them, including details on who they are and what they think.)

Examples

- *Primary: undergraduate students; secondary: graduate students*
- *Students who are looking for various networking opportunities in a highly competitive field but aren't aware of the resources our office can offer*

Unique proposition:

(What differentiates this initiative? Why should your audience care?)

Examples

- *This is the first sustainability contest at Northwestern*
- *Events expose undergraduate students to networking opportunities with top CEOs in Chicagoland area*

The one thing you want your audience to remember:**Examples**

- *Northwestern undergraduate students are multidimensional*
- *Northwestern Career Advancement is available to all students*

Known opportunities and/or challenges:**Examples**

- *Peer institutions are implementing similar events, and we want to catch up*
- *Northwestern students are not on campus after June 19*

The specifics:**Deliverables:**

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Budget: _____

Examples

- *New website*
- *Video (for social media distribution)*
- *Print calendar for events*
- *Infographic*