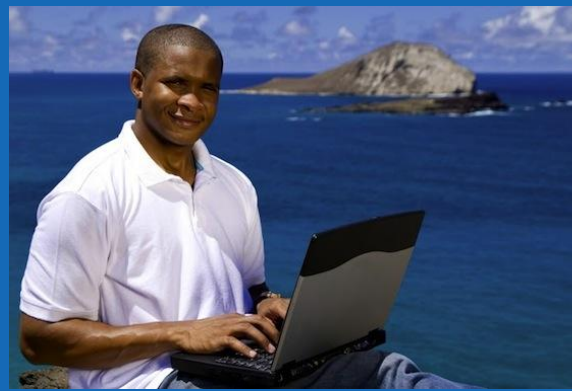
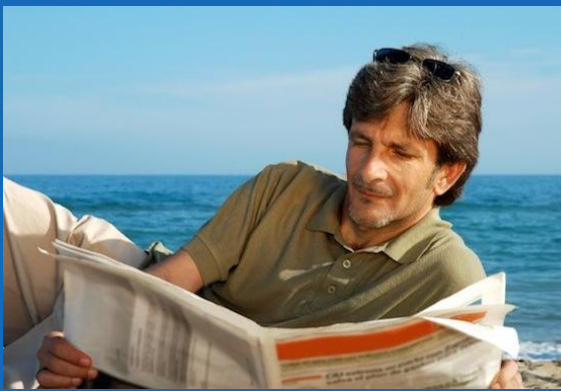




**WATER WORDS
THAT WORK**

Make a splash with your communications!



Outreach Strategy Brief Template
{Organization}
Date

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Overview

About the Organization

A one-paragraph summary of the organization, such as its official mission statement.

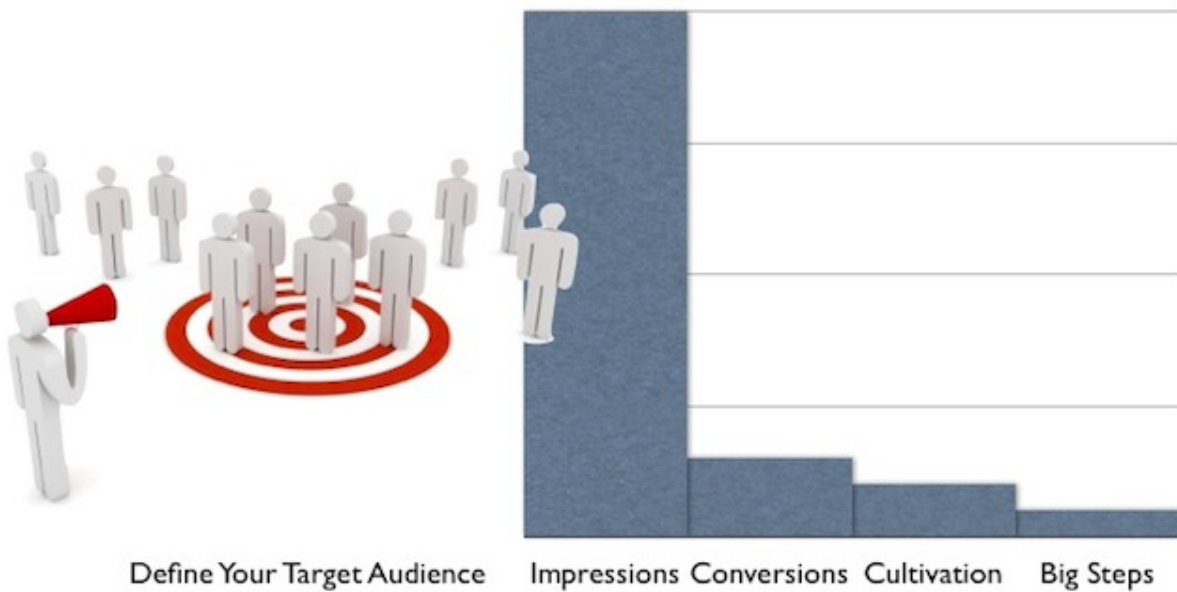
Project Summary

A one-paragraph summary of what the outreach program is all about.

Project Timing

A one-paragraph summary of the timing of the outreach project.

The Outreach Slope



Target Audience

In this section, we describe the types of individuals we will attempt to reach with this effort.

Audience Avatars

Name	Estimated #	Source

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703.829.6732 waterwordsthatwork.com

Location

We will focus our efforts in this geographic area:

Map:

Insert a map here if appropriate

Key Jurisdictions:

- State, City, County, etc.
- State, City, County, etc.
- State, City, County, etc.

Media Markets or DMAs:

- Media Market #1
- Media Market #2
- Media Market #3

Key Traits

- Knowledge
- Attitudes
- Current Behaviors

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Impressions:

How will get our message to the target audience?

Target Audience	How We Reach Them

Message Pieces Needed:

- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)
- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)
- (Email Blast, Advertisement, Press Release, Mailer, Sign, Script, etc.)

Message Testing Method:

How we will fine-tune our message before we commit to it

Conversions:

How will our target audience respond and how will we record it?

Target Audience	How They Respond	How We Record It

Cultivation:

Target Audience	Cultivation Attempt #1	Cultivation Attempt #2	Cultivation Attempt #3

Big Steps & Goals:

Target Audience	Big Step We Want	How We Know If They Take It	Goal

Message Method

Step 1: Begin With Behavior

Target Audience	Desired Behavior	Why we want them to do it	Why they might want to do it	Why peers might approve or disapprove

Step 2: Foolproof Photos

These photos give you a flavor for the types of images we are looking for.

<i>"Eyes are the Windows to the Soul"</i> Caption #1	<i>"Monkey See, Monkey Do"</i> Caption #2
<i>"Before" Caption #3</i>	<i>"After" Caption #4</i>

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Step 3: Swap The Shop Talk

Terms to Avoid	Recommended Substitutes

Step 4: Insert the Words That Work

Who should respond to our message?

One sentence description of the audience

What should these people do?

One sentence description of the action

When should they do it?

One sentence description of the timing

Where is this happening?

One sentence description of the location

Why should they get involved?

One sentence explanation for why you want them to do this

One sentence explanation of their selfish reason for getting involved (“What’s in it for me?”)

One sentence explanation about why others will think highly of them if they do it

How do they do it:

One sentence explanation for how to get started

Step 5: Tempting Testimonials

Target Audience	Testimonial From	Testimonial Content

Step 6: Review Readability

Target Audience	Target Readability Score Range

Project Management

Review and Approval Process

Step	Doer(s)	Reviewer(s)
Wireframes, Outlines, Mockups, Briefs, Samples		
Draft & Revisions		
Due Diligence & Revisions		
Final		

Phases

Phase	Tasks

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Timeline

Phase	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
1:										
2:										
3:										
4:										
5:										
6:										
7:										
8:										
9:										
10:										

Key Milestones

Date	Milestone

Committee

Project Role	Name
Sponsor	
Project Manager	
Reviewer: Subject Matter Expert	
Reviewer: Proofreader	
Reviewer: Other	
Doer: Writer	
Doer: Designer	
Doer: Other	

Brand Guidelines

Look & Feel Slider:

Elegant						Bold
Playful						Serious
Traditional						Modern
Personable						Professional
Feminine						Masculine
Colorful						Conservative
Economical						Upmarket

Logo or Logos To Use:



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Colors:

If the organization has an official color scheme or palette, enter the colors here:

Color Code:	Color:

If the organization has an official color scheme or palette, select colors below:

Colors
What colors do you want used in your design?
 No preference. Let the designer choose.



Color Grayscale

Typography:

If the organization has official recommended fonts, enter them below.

- Sans Serif: Helvetica (preferred), Arial (alternate)
- Serif: Palatino (preferred), Times New Roman (alternate)

If the organization does not have official recommended fonts, tell designers the general preference:

Font Styles



- Serif**
Serif font are commonly used in printed media such as books, magazines and newspapers



- Sans Serif**
Sans serif fonts are commonly used on web pages as they are easy to read at all resolutions



- Decorative**
The principal aim of decorative fonts is to be memorable and unmistakably remembered by the viewer



- Script**
Script fonts mimic human handwriting to communicate elegance and beauty

- Other**
Have another font in mind you want to use? Let us know