

The Ethos Good Brief

*Have a **social impact activation** on the horizon?*

*Want your **work to matter**?*

Gather key stakeholders and work up a **Good Brief**.

The What

Step One: Identify Your Company's Goals

- Will there be a product or service promoted through your campaign?

- Who is the key audience for your campaign? How can they best be reached?

- What is the timeline for impact (i.e. a single activation or a multiyear engagement)?

Step Two: Identify Your Company's Impact Opportunity

- Does your company, product, or service lend itself to a specific issue? If so, which one(s)?

- Is there an issue that's important to your organization? If so, which one(s)?

- Is there an issue that's particularly important to your key audience? If so, which one(s)?

- Is there an important issue that's related to your community/workforce? If so, which one(s)?

Step Three: Draft Your Mission Statement

This campaign will make a difference by _____

to positively impact _____

The How

Step Four: Identify How to Maximize Your Company's Social Impact

- Does your company engage in this issue already? If so, can that engagement be leveraged?

- How is this issue connected to current events?

- Internal resources: Does anyone within your organization have expertise in this issue?

- External resources: Who can you reach outside of your organization with expertise in this issue (i.e. nonprofit leaders, academics, community leaders)?

Step Five: Identify How Your Company Can Support This Activation (check all that apply)

- ☐ Cash
- ☐ In-Kind
- ☐ Volunteerism
- ☐ Advocacy
- ☐ Employee Initiatives

- ☐ Community
- ☐ DEI
- ☐ Supply Chain
- ☐ Sustainability
- ☐ Board Service

- ☐ Fundraising
- ☐ Product
- ☐ Other _____

Once you and your stakeholders have completed Steps 1-5, spend the necessary time to do your diligence and identify desired outcomes.

Then, the work begins...

The Work

Step Six: Finalize Your Good Brief, including...

1. Final **mission statement**:

This campaign will make a difference by _____

to positively impact _____.

2. List of **intended beneficiaries** and **social impact partners**

To make this work as meaningful as possible, we will be partnering with...

<u>Partners</u>	<u>Partnerships</u>

Example:

<u>Partners</u>	<u>Partnerships</u>
<i>Nonprofit</i>	<i>Donation + Employee Volunteer Opportunity</i>
<i>Elected Official</i>	<i>Legislation</i>
<i>Academic</i>	<i>Research</i>

3. Specific **deliverables** and **timelines**

Our efforts that we hope to amplify include...

<u>Deliverable</u>	<u>Timeline</u>	<u>Asset Needed</u>

Example:

<u>Deliverable</u>	<u>Timeline</u>	<u>Asset Needed</u>
<i>Donation to Nonprofit x</i>	<i>Q1</i>	<i>Press Release + Social Campaign</i>
<i>Volunteer at Nonprofit x</i>	<i>Q2</i>	<i>Internal Communications Plan + Video</i>
<i>Legislative Action Plan</i>	<i>Q3</i>	<i>Op-Ed + Social Engagement Strategy</i>
<i>Academic Research</i>	<i>Q4</i>	<i>Report + Op-Ed</i>
<i>Thanksgiving CTA</i>	<i>Q4</i>	<i>Social Campaign</i>