

# The Ethos Good Brief Worksheet

*Have a **cause marketing activation** on the horizon?*

*Want your **social impact** to count?*

Gather key stakeholders and work up a **Good Brief**, a blueprint of your strategy for creating real social impact with your cause marketing campaign.

By the end of this exercise, you will have in hand:

- A mission statement describing what social issue and audience you will be working with and for how long.
- A roadmap of how you will engage with this issue based on your unique positioning and competencies.
- A list of impact and cause marketing deliverables tied to your goals.
- A comprehensive “good brief” that you can literally cut and paste into your creative brief!

## The What

### 1) Step One: Identify Your Company’s Goals

a) What product or service will be promoted through your cause marketing campaign?

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b) Who is the key audience for your cause marketing campaign? How can they best be reached?

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

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d) What will you use to measure success (i.e. sales, media, philanthropic impact)?

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### 2) Step Two: Identify Your Company’s Impact Opportunity

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

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b) Is there a timely issue your brand wants to engage with? If so, which one(s)?

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

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

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*With these opportunities in mind...*

e) Which issue do you want to focus on?

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### 3) Step Three: Draft Your Mission Statement

The goal of this cause marketing campaign is to promote (product/brand) \_\_\_\_\_ to (audience) \_\_\_\_\_ in order to positively impact (issue area) \_\_\_\_\_ over a (time period) \_\_\_\_\_ time period.

## The How

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

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

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b) How is this issue connected to current events? Are there any natural opportunities for a related activation?

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c) Internal resources: Does anyone within your organization have expertise in this issue? How can you bring them in?

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d) External resources (Learning): Who can you directly reach outside of your organization with expertise in this issue (i.e. nonprofit leaders, academics, community leaders)? What can you learn from them?

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e) External resources (Partnering): Who can you partner with (i.e. nonprofits, elected officials, universities)?

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

- Money (flat donation, % of sales, etc.)
- In-kind donations
- Employee volunteerism
- Visibility
- Leadership
- Related supply chain management
- Other \_\_\_\_\_

*Once you and your stakeholders have completed Steps One through Five and have agreed upon a working concept for your social impact activation, spend the necessary time to do the legwork and identify desired outputs.*

*After you've brainstormed and identified your desired outputs, you're ready for Step Six!*

# The Work

## 6) Step Six: Finalize Your Good Brief. This is the section you can literally cut and paste into your creative brief. Make sure to include the following key elements:

a) Final **mission statement** (Repeated from Step Three for ease of use)

*The goal of this cause marketing campaign is to promote (product/brand) \_\_\_\_\_ to (audience) \_\_\_\_\_ in order to positively impact (issue area) \_\_\_\_\_ over a (time period) \_\_\_\_\_ time period.*

b) List of **intended beneficiaries** and **social impact partners** (See Steps Four and Five)

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

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

<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>

c) Specific **deliverables** and **timelines** (to be inserted below)

d) Specific **cause marketing assets** you will use (to be inserted below)

*Our efforts, which we hope to amplify with stellar creative work, include...*

<u>Deliverable</u>	<u>Timeline</u>	<u>Cause Marketing Asset Needed</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

<u>Deliverable</u>	<u>Timeline</u>	<u>Cause Marketing 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>