

THE ETHOS GOOD BRIEF

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.

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

Step One: Identify Your Organization’s Goals

1) What is the purpose of your activation?

2) Is there a specific product or service being promoted through your campaign?

3) Who is the key audience for your cause marketing campaign or social impact effort? How can they best be reached?

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

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

Step Two: Identify Your Organization's Impact Opportunity

Getting employee and leadership buy-in is crucial. To craft a more meaningful campaign, engage these key stakeholders through surveys, focus groups, and discussions at the outset.

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

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

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

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

With these opportunities in mind...

5) Which issue do you want to focus on?

Step Three: Draft Your Mission Statement

The goal of this campaign is to influence _____ (audience) and/or create _____ (value) in order to positively impact _____ (issue area) over a _____ time period, all the while connecting the effort to (product/brand) _____ because _____ (why this is logical).

THE HOW

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

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

2) How is this issue connected to current events? Are there any natural opportunities for a related activation? (i.e. is related legislation under consideration, is there a new community-based effort kicking off nearby?)

3) Internal resources: Does anyone connected to your organization have expertise on this issue? How can you bring them in? (e.g. does an employee volunteer with an organization related to the cause?)

4) 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?

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

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

- | | |
|---|---|
| <input type="checkbox"/> Money (flat donation, % of sales, etc.) | <input type="checkbox"/> Industry leadership |
| <input type="checkbox"/> In-kind donations | <input type="checkbox"/> Related supply chain management |
| <input type="checkbox"/> Employee volunteerism (skilled & non-skilled) | <input type="checkbox"/> Other (you may add to this later - your community partners might have good ideas, too) |
| <input type="checkbox"/> Media visibility (e.g. use of social media channels to raise awareness and spark action) | |

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

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:

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

The goal of this campaign is to influence _____ (audience) and/or create _____ (value) in order to positively impact _____ (issue area) over a _____ time period, all the while connecting the effort to (product/brand) _____ because _____ (why this is logical).

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

While national umbrella organizations have the advantage of stronger name recognition and more formalized partnership opportunities, when possible we recommend developing relationships with local partners, which directly support the communities they serve. These partnerships will allow you to build a more tailored campaign that better meets the intended beneficiaries' specific needs.

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

Partners	Type of Partnership

Example:

Partners	Type of Partnership
<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, timelines, and cause marketing assets (to be inserted below)

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

Deliverable	Timeline	Cause Marketing Asset Needed

Example:

Deliverable	Timeline	Cause Marketing Asset Needed
<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>