CHARITY FILM BRIEF TEMPLATE

|  |  |
| --- | --- |
| Charity |  |
| Project |  |
| What does your charity do and why is it needed? |  |
| Core Objective |  |
| Target Audience |  |
| Tone of voice |  |
| Key Messaging |  |
| How do we want the audience to feel/ what do we want them to do |  |
| Key pieces of information to include |  |
| What do you imagine the film to look like? |  |
| Styles we like |  |
| Locations |  |
| Deliverables |  |
| Length of film and period of use |  |
| What else can we capture? |  |
| Measurable targets for the film |  |
| Timeline |  |
| Deadline |  |
| Team members involved |  |
| Decision making process |  |

Created by The Saltways and published June 2024

If you have found this template helpful, you might be interested in the other   
[guidance and resources](https://ciof.org.uk/events-and-training?types=999&start=01-Jan-0001%2000:00:00&end=31-Dec-9999%2000:00:00) from the Chartered Institute of Fundraising, as well as the expert support of The Saltways: <https://thesaltways.com/>