

# Campaign Brainstorm Sheet

## Group Planning Template

### AUDIENCE:

(Who are we designing for? Choose a Community Profile Card.)

### 1. VALUES

What does this audience care about most?

- Tradition
  - Family
  - Safety
  - Facts
  - Community
  - Independence
- (Highlight or list)

### 2. THEIR MAIN QUESTIONS

What might this audience want to know?

What might they be unsure about?

### 3. OUR KINDNESS MESSAGE

What message will we share to match their values?

Write one clear, positive sentence.

### 4. TONE OF VOICE

How should our message sound?

- Calm
- Friendly
- Respectful
- Reassuring
- Confident

Circle or describe.

### 5. PROOF / SUPPORT

Which fact from the “Kindness Message Toolkit” (Donation Fact Sheet) will we use?

### 6. FINAL CAMPAIGN SLOGAN

Write a short, memorable slogan or headline for your campaign.

