
Overview

Summary of Project**Project Goals****Success Metrics**

Audience & Messaging

Target Audience**Audience Details
(role, activities, how do they spend their day, how do they get their information?)****What is the change?****How does change impact the audience?****What's in it for them?****Key message(s)****Any supporting information required?****Call to action**

Project Information	
Budget	
Key milestones (include start, key events/actions, expected completion)	
Any additional information or ideas (optional)	