Brief - Project title

Organisation name

Date

## About this template

The brief is designed to:

1. Provide potential partners with detailed info about your project, and;
2. Seek full proposals from those partners

To use this template, either:

* Make a copy directly in Google Docs (Sign in > File > Make copy), or;
* Download and edit on your desktop (File > Download)

Under each section, in italics, you’ll find a note about what to include. Adapt this template to suit your project and needs. Add your logo and change the styling of this document to match your charity branding.

If you created an RFI, you might want to copy over and build on content from that document.

Send this brief to 3-4 potential partners. See guidance on Dovetail about [how to run a selection process](https://www.dovetail.network/how-to/run-a-selection-process).

We’ve included a note about how partners will be assessed. Adapt this to fit your brief and proposal requirements. See guidance on [how to evaluate partners](https://www.dovetail.network/how-to/evaluate-partners).

Delete this introduction section when you are ready to send out your brief.

## 

## About us

*What to include:*

* *A line or two about the charity and its mission.*
* *A line or two about your ways of working and experience of working on the project outlined.*
* *Information about the team working on the project itself.*

## Project overview

*What to include:*

* *Information outlining the overall project aims and background.*
* *If work has been done, for example discovery work, include that. Details such as target users and their needs are also helpful.*

## Project requirements

*What to include:*

* *A line or two about any requirements you seek from a partner.*
* *For example working with specific audiences, functional requirements, technologies or integrations.*

## Project budget

*What to include:*

* *Information about budget and if VAT is included.*
* *Budget allocation, such as for launch and maintenance.*

## How to respond to this brief

We’ve sent this brief to [INSERT NUMBER] partners.

**Proposals should include:**

* An outline of how you view the project and challenge
* How you would take the project forward, including methodologies
* A proposed timeline for the project
* An outline of how you manage the project
* A breakdown of how the budget may be allocated
* A demonstration of cultural fit and empathy with our mission
* The information you shared from the RFI phase

**Assessment criteria:**

* The brief background of your organisation
* The summary of your relevant experience including your case studies
* A demonstration of your appreciation and understanding of the brief
* The approach and methodologies used to take this project forward
* An appreciation of budget and approach to ensure value for money
* A demonstration of cultural fit and empathy with our mission

We expect to invite [INSERT NUMBER] partners to a chemistry session.

**To submit your proposal:**

* Email: [EMAIL ADDRESS]
* Subject line: Project for [CHARITY NAME]

## Timeline

* Issue brief: [DATE]
* Deadline for full proposal submissions: [DATE]
* Chemistry sessions: [DATE]
* Decide on partner: [DATE]
* Project launch: [DATE]

Dates are subject to change, as we learn and move through this process.

## Contact

* Author: [NAME SURNAME, ROLE]
* Email: [EMAIL ADDRESS]
* Telephone: [TEL NUMBER]
* LinkedIn: [URL]