

**mPower Communications Brief**

**January 2017**

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**DOCUMENT INFORMATION**

**Organisation responsible**

Scottish Council for Voluntary Organisations

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**Version history**

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**Statement of originality**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

**mPower Communications Brief**

The purpose of this document is to:

* Create a process for all mpower communication support requests to be put to SCVO
* State your organisations communications need
* Identify the communications output required by your organisation
* Define which mpower deliverable this output will achieve/ help to achieve
* Identify the sources of information and/or supply the information needed to create the output
* Define the timescales for this output

This brief has been created to establish a steam-lined process that establishes a shared understanding of what is required from the outset.

We will report on a monthly basis all the Communications Briefs that have been completed, are in progress or are currently being discussed.

Please complete ALL sections before submitting the form to [mpowercomms@scvo.org.uk](mailto:mpowercomms@scvo.org.uk) We will contact you to confirm receipt of your brief.

**Title: (A simple descriptor - the name we will use to refer to refer to this piece of work)**

**Your name:**

**Your role:**

**Your organisation:**

**Phone number:**

**Organisational sign off: (Who has given approval for this brief to be submitted?)**

**Deliverable: (Which mPower deliverable will this output achieve/ help to achieve?)**

**Deadline: (Is this set or moveable?)**

**What is your communications need?**

What is the problem you are trying to solve?

What is the purpose of the communications output you wish us to produce?

Where does it fit into the work you are doing?

**Output**

Do you know what format of the communications output you require?

Or are you open to suggestions of what might work best?

**Your expectations**

Is this the first output of its kind, or is there something similar you can share with us?

How else can you give us a clear idea of your expectations for this output?

**Sources and resources**

Where will we find the information we need to create this output?

Is there existing copy you have written?

Do you already have images or photography that can or should be included?

What can you send to provide all the relevant facts and figures that we will need?

**What else do we need to know?**

Is there anything you haven’t told us so far, that you think we should know or that would help us?

**Please return your completed form to** [**mpowercomms@scvo.org.uk**](mailto:mpowercomms@scvo.org.uk)