**Proposal Template**

1. **Title Page** **–** A simple summary of details like title of campaign, contact information, intended duration.
2. **Intended Outcome** **–** (what you want to achieve by producing the campaign).
3. **Description of Intended Audience** **–** Identify your audience and explain why you think it will motivate members of the community to smile
4. **Treatment** **–** For many foundations, the treatment is the lynchpin of the proposal. Essentially, it is a written version of what we’ll see onscreen when watching your advert (this should include elements such as specific visuals, what archive/stock footage, graphics, text, music ideas, stills etc.). The writing should be visual and descriptive. Try to keep the treatment no longer than two pages.
5. **Legal & Ethical**
6. **Production Plans and Timeline** **–** Where and when will you be recording? What difficulties might you encounter? How long do you think it will take you to: plan? Record? Edit?
7. **Personnel** **–** Brief descriptions of your team, actors, production crew, editor etc.
8. **Resources –** What specific equipment, props and costume will you be using to create your programme?
9. **Distribution Plans –** Explain how you intend to reach your intended audience. Be as specific as possible I.e. where will the programme be shown and why?
10. **Community Outreach** **–** How do you plan to engage your audience? Do you have a website and social network presence that can help you get the word out about your programme? Consider how you could extend your distribution so that it reaches and impacts as many people as possible.