

## CREATIVE BRIEF

### Campaign Overview

JOANN is proud to partner with 4-H to empower and inspire kids, and to provide them with the tools and resources they need to reach their full potential. Many JOANN team members, in fact, are proud 4-H alumni!

This March, we'll be celebrating National Craft Month. One of the main objectives of this campaign is to inspire our customers of ALL ages to discover how creativity can support mental wellness and create opportunities for families to spend time together.

### Partnership Opportunity

We would love to have you craft with us, creating one (1) project with instructions using our [Pop! Possibilities Art & Craft Supplies](#) or any other craft supply in our store.

We're wide open to your ideas for this project and will evaluate your concept for its originality and potential to inspire our customers. Please choose from one of these themes:

- Crafting for Mental Wellness
- Family Crafting
- STEM Crafts

### Deliverables

- Crafted item
- Detailed, written instructions for how the project was made
- Short bio including the following information: 1) Your name 2) Your age 3) Your council and 4) one sentence about why you chose the technique or craft and how it relates to 4-H
- A clear, in-focus picture of yourself with minimal background

### Timeline

11/17/21	Your concept & supply list is due to JOANN
11/18/21	JOANN feedback of concept due
11/19/21	Supplies and/or gift cards sent (overnight)
12/15/21	Photos of your finished project due for final project approval
12/17/21	JOANN feedback / approval of project due
12/19/21	Project shipped to JOANN (overnight)

### JOANN Address

JOANN  
5555 Darrow Rd.  
Hudson, OH 44236  
Attn: Kathy Myers