

## 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 the rich heritage of quilting during National Quilt Month. Throughout the month, we'll be showcasing project ideas, how-to content, and products for quilting to inspire and educate new and existing quilters.

### Partnership Opportunity

We would love to have you quilt with us, creating one (1) quilt block using [4-H licensed fabrics available at JOANN](#).



### Deliverables

- One (1) quilt block with the name of the block and why you chose it
- One (1) tip or trick related to quilting
- Short bio including the following information: 1) Your name 2) Your age 3) Your council and 4) one to two sentences about where you learned to quilt and/or why you love to quilt
- 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