

ALL CHURCH PROMOTIONS PROCESS...SERIES EXAMPLE

One year in advance -- Senior Management Team outlines series for the year

Three to six months in advance -- Senior Management Team determines actual series name/theme.

One to two months in advance -- Theme is communicated to staff, teams, etc.

One month in advance -- Communications team coordinates the series promotional piece (postcard) with volunteer designer and proofing team. Note: for churches that have not recruited graphic design volunteers yet (or need more) most printers will offer use of their graphic designers. This is a free service – ask your local printer. Another option to cut cost would be to do the piece 2-color instead of 4-color.

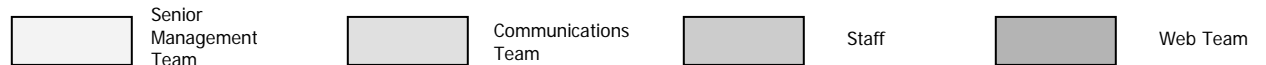
One month in advance (if applicable) -- Send news release to local media promoting the event. Please note, this is only applicable if it's a newsworthy series and adds value to our community.

Two week in advance -- After the postcard is finalized, communications team requests graphic designer to deliver the following elements to be used in other promotional pieces of the church:

1. High-resolution vertical image for print bulletin cover. (300 dpi)
2. B/W version of series title graphic JPG file for use on Granger Notes.
3. Color version of series title graphic JPG file for back of postcard.
4. Low-resolution JPG image for Web (216 x 173 pixels)
5. Thumbnail JPG image for Web and eNews (exactly 72 x 72 pixels)
6. Photoshop layered file. (720 x 480 pixels)
7. All relevant fonts.
8. Flash script for above graphic (216 x 173 pixels)

ALL CHURCH PROMOTION PROCESS											
1 year	6 months	5 months	4 months	3 months	2 months	1 month	3 weeks	2 weeks	1 week	Kickoff week	During series
Series Outlined	Series Defined										
					Theme Communicated to Staff, Teams, etc.						
						Series Promotional Pieces Press Releases if applicable		Delivery of Graphic Elements	Postcard Inserted in Bulletin	Bulletin Shells Printed	Weekly Bulletin Printed
									eNewsletter Series Promotion		
									Web Page Updated		

Communications team alerts relevant parties of their location to use the pieces they need. (Web, eNews, Media, etc.)



One week in advance -- Postcard is inserted in the bulletin (encouraging people to use to invite a friend) and mailed to GCC database.

One week in advance -- Web Director gets Web elements and updates: Home Page, More Link, eCard and Flash Script. Sends live link to Communications Coordinator for proofing.

One week in advance -- Upcoming series is promoted in the eNewsletter.

Week of series -- Communications team coordinates bulletin with printer (use graphic designer from printer). During series, pre-print 4-color bulletin shells. Weekly overprint current information in black ink. Bulletin coordination finalized on Wednesday with delivery on Friday.