



DESIGN COORDINATOR

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PURPOSE

The Design Coordinator will make sure the church is properly informed about the campaign through various well-designed printed and electronically distributed materials. The Design Coordinator is responsible for ensuring that these materials clearly and accurately communicate the vision of the church, the goals of the campaign, and the challenge for everyone's sacrifice. All graphic design and any printing of all hardcopy promotional material will also be overseen by the Design Coordinator.

TASKS AND ASSIGNMENTS

Contact Impact Stewardship to Begin Design Preparation

Your Consultant will connect you with the Creative Director at Impact Stewardship. It is important to begin work as soon as possible to stay on schedule. Impact's Creative Director will explain the items needed for a successful program, deadlines associated with all items and the necessary content to be included in all material.

Review Print Samples

Impact's Creative Director will provide samples of each recommended design piece. As Design Coordinator, you will oversee production of all print items for the project.

To review samples, you can go to:

www.impactresources.info Password: Matthew77

Click on the "Media" section and then click on the "Print Sample" download button.

Complete Design and Print Budget Worksheet for Approval

Complete the budget approval worksheet below and distribute accordingly. As you establish a budget for the project's print promotion, consider the size of your church, the quality of the materials, and the church's needs.

Item	Qty	Design Cost	Print Cost	Total
Logo				
Letterhead				
Letterhead #10 Envelope				
Campaign Introduction Foldout (self- mailer)				
Campaign Brochure Booklet (self- mailer)				
Creative Giving Handouts				
Commitment Day Invitation				
Commitment Card				
Commitment Card #9 Return Envelope				

Review Deadlines

The Design Coordinator will be responsible for meeting all print deadlines. It is crucial that material is submitted to the Program Manager on time to ensure the timely mailing of printed items. *The Design Coordinator is not responsible for mailing the material. Materials will need to be delivered to the Program Manager for mailing.*

Create Campaign Title and Logo

Your project needs a unifying theme and an identifiable logo. You will assist the Senior Pastor and pastoral staff with creating these. Think about using a short title that incorporates strong verbs. The title should communicate the essence of your congregation and the needs of your program.

Sample themes include:

Above and Beyond, Advancing His Kingdom, Building God's Kingdom, Together, Imagine, Leaving a Legacy, The Future Is Now

To review logo samples and download the logo development kit., you can go to:

www.impactresources.info Password: Matthew77

Click on the "Media" section and then click on the "Logo Kit" download button.

Enlist Additional Help

You may need to recruit individuals to help you create print materials. Areas of need include:

Copywriting: _____

Graphic design: _____

Photography: _____

Printer: _____

Review Print Checklist

The Design Coordinator will be responsible for meeting all print deadlines. Please review the completed checklist for promotional items needed in the program and the deadlines associated with each one. Impact's Creative Director will go over this with you at your team's training and assist you in managing the schedule. It will be your responsibility to meet the print deadlines set forth by church leadership through the program calendar.

Design Production One and Production Two and Send to Print

Impact's Creative Director will let you know if design is part of Impact's Agreement or if you will be responsible for designing all the campaign material.

Your program material will be split up into 2 productions: Production 1 (P1) and Production 2 (P2). Both production runs contain printed collateral that inform the church about the project and Commitment Day. Review the Print Checklist located in your training material folder to ensure both production runs are sent to print accordingly.

Production 1 Includes:

1. Logo – Symbol or design to represent the capital stewardship campaign
2. Letterhead (optional)– Used for various campaign letters
3. #10 Letterhead Envelope (optional) – Used for mailing any campaign letterhead
4. Commitment Card – Card used for members to complete their commitment to the campaign.
5. #9 Return Envelope – Used for members to mail the commitment card back to the church.
6. Campaign Introduction Foldout – Self-mailer used to introduce the campaign and calendar of events just prior to the public phase
7. Social Media Design – Images to promote the calendar of events

Production 2 Includes:

1. Campaign Brochure Booklet – Gives the members an in-depth look at the purpose, goals and frequently asked questions about the campaign.
2. Postcard – Promotes Commitment Day.
3. Creative Giving Handout – Gives members ideas about how they can creatively give to the campaign,

Production 1 (P1) Submission Form

The following items will need to be submitted to Impact's Creative Director by the Print Checklist Deadline:

1. Church's recognized name, address, and mailing permit number
2. Senior Minister's letter for the campaign introduction foldout
3. Historical timeline Bullet Point format (10 key points to show growth in the history of the church).
4. Stats to represent growth (Baptisms, Attendance, Outreach)
5. List of team leaders and their titles only
6. Project purpose (The purpose statement is the most important part of the submission form. A detailed purpose statement of the campaign project needs to be written to give a clear vision of the direction of the church and project).
7. Calendar of events (Contact the Program Manager to ensure which type of events will be conducted in your campaign. Some events might be removed completed or expanded upon).

Date

VISION GATHERING MEETING DURING SUNDAY SERVICE:

Join us for our regular morning worship as we cast the vision for {CHURCH NAME}.

OR

VISION GATHERING MEETINGS IN SMALL GROUPS:

These are small, intimate meetings where all your questions about the (Theme) Project can be answered.

Date

EARLY COMMITMENT (Please select accordingly to your campaign: Gatherings, Legacy Luncheons. Leadership Dinners, Desserts.)

This is an opportunity for our church leaders to gather, learn about different giving options and commit early to the campaign. If you are interested in making an early commitment and would like to be included in this dinner, please contact the church office.

Date

CHILDREN'S STEWARDSHIP EXHIBIT

Our children will be showing off their talents and creativity at this time.

Date

COMMITMENT DAY

Join us for this exciting day of worship as we make our commitments to the (Theme) Project.

Date

CELEBRATION SUNDAY

Gather with us as we praise and worship God on this special day of celebration! We will receive our "first fruits" offering for the 2- or 3-year giving period.

8. Scripture(s) providing the basis of the vision and/or theme.

Images to include with P1

- Church logo (vector format if applicable)
- Historical photos that coincide with the timeline
- Senior Pastor's photo
- Senior Pastor's signature
- Recent photos of church activities (worship, outreach, Sunday school, etc.)
- Project purpose photos (renderings, floor plans, etc.)

Production 2 (P2) Submission Form

(This is the second production run going to the printer)

The following items are the recommended to design the items in Production Two.

Senior Pastor's brochure Letter (written and provided by Senior Pastor)

Testimonials (5-9 people) and photos (optional)
How has this church impacted your life?

Questions and answers (Building Campaign)
How will this building project help us reach our community for Christ?
How will we pay for this?
What is the current financial condition of the church?
How long is the commitment to this campaign?
Why should I sign a pledge to "insert theme" campaign?
What does "commitment" mean?
What are the different ways I can give?
How can I help?

Questions and answers (Debt Campaign)
How long is the commitment for this campaign?
What is the current financial condition of the church?
What are the plans to manage the current budget?
Why should I sign a pledge to "insert theme" campaign?
What are the different ways I can give?
How can I help?

Project purpose

Project goals level names

At Impact Stewardship, we believe that goals should be set in three tiers to make their attainment progressive and motivational.

Sample: Building and planning for the future takes wisdom and faith. Pastor {Insert Name}, along with the leadership of {insert church name}, has been seeking wisdom and praying earnestly to hear God's will in this process. We have three potential goals in this campaign. The first goal is set at an attainable \$## million. The second goal may take a little faith, set at \$## million. Our third goal of \$## million is attainable as well when we give generously with our finished goal in mind. After all, we serve a BIG & MIGHTY God and with Him, we can do BIG & MIGHTY things!

Commitment Day Invitation Text (Contact Commitment Day Coordinator for more information on the type of event):

- When
- Where (if not at church, provide directions)
- Type of event (banquet, brunch, combined service)
- Information regarding Children's Event
- Drop off and pick up times

Items to include with P2 (see below for photo submission guidelines):

Testimonial headshot

Select a Printing Company

Impact's Creative Director will let you know if print is part of Impact's Agreement or if you will be responsible for designing all the campaign material.

If the church is printing the material, you will need to determine the following when selecting a printer:

Which printer(s) has your church previously used?

- If you have print professionals in the church, ask them to consider donating services as part of their commitment.
- Compare efficiency and cost. Don't assume you should select the company "you always use" or that their fees are necessarily going to be the lowest because you're "already a customer."

NOTE: There are many pieces to be produced and all have a deadline. Make sure the printer(s) you choose can provide a quick turnaround to meet your deadlines.