



MEDIA TEAM LEADER

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PURPOSE

The Team Leader is an important position in the capital stewardship campaign. Together with the Senior Pastor and Campaign Director, the Team Leader is a key representative of the campaign. The Team Leader will embody the necessary personal and spiritual qualities to help lead the program and impact its financial success

RESPONSIBILITIES

Works with and reports to the Pastor and Campaign Director regarding the progress of assigned campaign teams' members:

- Reports regularly to the Pastor, Campaign Director and Impact Consultant to monitor team progress and team members falling behind on their assigned tasks
- Speaks to the campaign team about the challenges and opportunities of this project and makes announcements, if requested, related to the campaign
- Provides insight and support to consultant and team Coordinators
- Tracks the work of other team members
- Encourages and gives counsel as needed
- Tracks enlistment efforts
- Secures progress reports from all teams
- Represents the Campaign Leadership Team in other communications to the congregation
- Serves as liaison between team Coordinators and consultant
- Attends meetings for their assigned teams and follows up to be sure those teams can accomplish their tasks.
- Considers prayerfully their own contribution to the campaign

As Media Team Leader, you will oversee the Print Coordinator, Video Coordinator, Website Coordinator and Social Media-Coordinator.

TASKS AND ASSIGNMENTS

Attend Your Assigned Team's Training Meetings

Your attendance at your assigned team's training meetings is expected and will directly impact the campaign's success.

The training meetings will inform enlisted members about:

- The church's needs and opportunities to serve
- The spiritual aspect of the campaign
- Their duties and responsibilities
- Enlistment of others

These meetings will help:

- Ensure success
- Garner support for the campaign
- Provide a better understanding of the program
- Encourage personal response to the campaign

In the event an enlisted person is unable to attend a training meeting, the one who enlisted that person will be required to provide materials and training for that person

Send Enrollment Letters To Your Coordinators

Each Team Leader should write a Thank You Letter/Email to those who have agreed to serve as Coordinators in the campaign.

All Team Leaders can email the note or ask the church office to mail if assistance is needed.

Write letter that expresses:

- Your appreciation for the person's time presently and their financial commitment in the future
- The theme "Equal Sacrifice . . . Not Equal Gifts"
- Your prayer support and eagerness to help them with their duties
- Their responsibilities as role models for the congregation

Dear Name,

Thank you so much for serving as the Team Name Coordinator for Campaign Name! This is going to be an exciting time in the life of Church Name. I really appreciate the commitment of your time and service.

Start praying with me "Lord, what do You want to do through me to accomplish Your will for Church Name?"

I, also, want to encourage you to be enthusiastic and supportive of Campaign Name as you invite others to be part of your team. Your enthusiasm will go a long way in the success of this project.

Thanks again! I'm looking forward to working with you.

Sincerely,

Team Leader

KEY DESIGN COORDINATOR RESPONSIBILITIES

Here is a sample checklist of typical Items the print team will design and print. Refer to the Print Coordinator's Manual for specific print items and deadlines pertaining to your specific project calendar.

Item	Date to Program Manager (7 days prior to mailing)	Mailing Date
Campaign logo/theme		
Campaign Letterhead and #10 Envelopes		
Campaign Intro Foldout		
Commitment Card and Envelopes		
Creative Giving Handout		
Brochure		
Commitment Day Invitation		

Confirm Delivery of All Printed Material Items to the Program Manager

Throughout the campaign, the Program Manager will coordinate the distribution/mailing of certain hardcopy materials to the church created by the Design Coordinator. Review the Program Calendar and meet with the Design Coordinator and Program Manager to establish all deadlines.

It is of critical importance that all materials are mailed on time.

KEY VIDEO COORDINATOR RESPONSIBILITIES

Confirm Production Schedule for Vision Gathering Video

Vision Gathering Video*: The purpose of this production is to address questions people will have regarding the project. This video is Senior Pastor-driven and lays out the foundation for the project, explaining what is to come.

**In certain programs where the Pastor will be leading the Vision Gathering in town-hall meetings, this video may be optional.*

If this video is being produced for the campaign, please confirm the Video Coordinator is meeting production deadlines.

Confirm Production Schedule for Commitment Day Video

Commitment Day Video: The purpose of this video is two-fold: (1) to show how influential the church has been in the lives of the members through personal testimonies, and (2) to build excitement about the church's future.

If this video is being produced for the campaign, please confirm the Video Coordinator is meeting production deadlines.

Samples of the Vision Gathering Video and Commitment Day Videos:
<https://vimeo.com/impactvideos>

KEY WEBSITE COORDINATOR RESPONSIBILITIES

Confirm Campaign Website Updates with the Website Coordinator

Web Updates	Find event on Campaign Calendar	Post Date
Campaign Intro Foldout Text/Pastor's Letter	Post by newsletter/Vision Gathering mail date	
Vision Video	Post after the last Vision Gathering	
Brochure Text	Post by brochure mail date	

Prayer Team Resources	Typically, between Sunday 1-4 Consult with Prayer Coordinator	
Creative Giving Information	Typically, between Sunday 2-4 Consult with Creative Gifts Coordinator	
Video Teaser #1 (Optional)	Typically, between Sunday 1 -4	
Video Teaser #2 (Optional)	Typically, between Sunday 1 -4	
Commitment Video	Day after the Commitment Day	
Online E-pledge (commitment card)	Day after the Commitment Day	

KEY SOCIAL MEDIA COORDINATOR RESPONSIBILITIES

Confirm Posting Media Promotion Links on Church's Facebook Page (and other Social Media Sources)

Recommended postings for Facebook, Twitter, Instagram, etc.

Social Media Updates	Find event on Campaign Calendar	Post Date
Introduce Campaign Logo	10 to 14 days prior to Vision Gathering	
Campaign Introduction Foldout Content Website Link	Post by Campaign Introduction Foldout mail date	
Promote Upcoming Vision Gathering	5 to 7 days prior to Vision Gathering	
Vision Gathering Video Website Link	Post after the last Vision Gathering	
Brochure Content Website Link	Post by brochure mail date	
Creative Giving Content Website Link	Typically, between Sunday #1-Sunday 4 Communicate with Creative Gifts Coordinator(s)	

Campaign material created by Prayer Team	Typically, between Sunday #1-Sunday 4 Communicate with Prayer Coordinator(s)	
Promote Children's Art Exhibit	1 week prior to Children's Art Exhibit	
Invitation to Commitment Day	1 week prior to Commitment Day	
Commitment Day Video Website Link	Day after the Commitment Day	
Celebration Sunday	5 to 7 days prior to Celebration Sunday	
Online E-pledge (commitment card)	Day after the Commitment Day	
Promote Celebration Sunday/First Fruits Offering	1 week prior to Celebration Sunday	