

ALKI UCC PROJECT WORKSHEET

Interactive PDF Working Draft 10-9-2020

PROJECT/EVENT TITLE:

Event Date(s):

Ministry Team:

Contact (Name & Phone/Email):

Audience:

- Community & Church
- Church Only

Description (attach sheet as necessary):

Desired Result (check all that apply):

- Registration/enrollment
- Donations of funds or goods/services
- Recruit volunteers
- Community Engagement
- Other

Marketing Support Requested

- Email blast(s)
- Newsletter
- Website/Online registration
- Facebook
- WS Blog/Westside Newspaper
- Theme/logo consult
- Printed handouts
- Other

PRODUCTION SCHEDULE OVERVIEW

6 Weeks before Event

Bring your ideas and questions to a half-hour initial consult with Larisa. We'll go over possible approaches/messages/graphics, identify the most effective communications tools and clarify the production schedule.

5 Weeks out

Followup meeting to review copy/graphic drafts and finalize campaign

4 Weeks out

- Finalize design and copy; produce print materials
- Distribute community fliers/posters; display in church
- Begin running newsletter articles
Emphasis on clarity and brevity; refresh your message from week to week.

Newsletter Submission deadline:

Tuesdays by 6:00 pm for Thursday issue

- Begin running bulletin notices
Emphasis on clarity and brevity; refresh your message from week to week.

Bulletin Submission deadline:

Tuesdays by 6:00 pm for Thursday issue

- **Website**

Copy will be adapted from newsletter submissions. Post online registration form as applicable. Post audio/video files as applicable.

- **Community Outreach (WS Blog, etc)**

Copy will be adapted from newsletter submissions

After completing form:

1) Save to your computer with Ministry Team name in title.

2) Email form to:

office@alkiucc.org

206/245-3596 (cell)