

Gaylord Evangelical Free Church
Annual Ministry Plan 2010
Marketing/Media Team

Team Mission Statement: *Allowing God to use the talents and abilities of the team members to effectively promote ministries and events.*

Key Results Areas:

- ✚ Church Logo – a complete redesign.

Action Steps	Target Date
As a team we will meet to come up with design elements we would like incorporated into the logo including colors, font, and graphics.	October 2010
Logo Tournament: Per the Leadership Team's request we are using logotournament.com for our logo design. We will post our tournament on this website with a 2 week deadline with the option of extending it.	November 2010
Pursuing further logo development through AlpineWeb on a volunteer basis through Josh Kent.	December 2010

- ✚ Website – In working with the design and feel of the church logo, this will also be a complete redesign.

Action Steps	Target Date
Content Layout: What the website actually will consist of needs to be laid out before any design takes place. A comprehensive list of what pages will make up the website will be compiled.	February 2010
Collection of all information for website content. Because of the vastness of this task, this will be an ongoing process. Through meeting and emails we will collect all information from various teams and staff throughout the church for the website content.	June 2010
Initial Design Meeting for Website: As a team we will meet to come up with initial design concepts for the church website design.	March 2010
Review of Initial Design Concepts from AlpineWeb and initial edits.	March 2010

Homepage Design Complete. As the homepage will determine the design for the rest of the website, it will be the first completed portion of the website.	April 2010
Website Redesign Completion: We would like to have the redesign of the church website completed (meaning all information updated and all design elements) by summer.	June 2010

- ✚ Continuity in all Marketing – As we take on different projects for different ministries in the church our ultimate goal is to create marketing that ties all ministries in the church together.

Action Steps	Target Date
If a ministry wishes to use our Marketing Team for their marketing we will require an initial face-to-face meeting with their contact to go over all aspects of their needs. Deadlines will be agreed upon for initial design concepts to final print ready files.	Ongoing
The initial designs will be given to the ministry contact to proof and to make any changes. This step will also include any radio spots as well.	Ongoing
Final Designs will be given to the ministry contact for their approval. Once they sign off on the proof it will be sent to print.	Ongoing
Delivery of marketing materials to contact.	Ongoing

- ✚ Sunday Morning Marketing – Including bulletins, screens, announcements, signage (both outside and inside)

Action Steps	Target Date
Design and print new bulletins This will include some sub-steps: <ul style="list-style-type: none"> a) Meet with church office staff to get a feeling of what they like/dislike about the current bulletin and what kinds of requests they have for the new one. b) Design cover and inside layout. c) Print a week or two for a trial run to work out any kinks. d) The Marketing Team will manage content for the first week or two but then will hand this off to the office staff and do any necessary training in order to do so. 	Ongoing

Sunday Morning Signage (Inside & Out)

Ongoing

We initially will handle all announcements and anything else on the screens but within a month or two will hand this off to the office staff. Any training necessary will be given as well.

Ongoing