



*where new hope is born*

# **Bethlehem**

**BAPTIST CHURCH**

# creative process

## step one - creative brief

**A creative brief is a communication tool that outlines a project's requirements, expectations, goals, and resources. It helps ensure that all people involved with the project are on the same page from the start, which also helps the project run smoothly, stay on schedule, and be successful.**

This may be done as a part of the initial meeting, with the creative team asking questions included in the creative brief, or you may fill out and submit the brief online - [bethlehem.org.nz/creative-brief/](https://bethlehem.org.nz/creative-brief/) . This can also serve as a collaborative tool to help all contributors (volunteers & staff) on the project define and agree on clear objectives.

*The potential consequences of not using a creative brief include wasted time and money, miscommunication, multiple revisions as the project keeps changing course, and a general lack of clarity on all sides, all of which can be avoided by using a creative brief. For a creative brief to truly be effective, it should be developed in a timely manner so that it's streamlining the project timeline, not interfering with it.*

## step two - make a road map

Your roadmap may be a gravel road that looks a little foggy at first, but at least you know where you're going. Make sure the roadmap includes checkpoints. Since this plan is a priority, the checkpoints should be a priority. Many times, meetings are set, but then things get busy and the meetings get rescheduled (or not rescheduled at all). Next thing you know, the team isn't checking in with each other and no one knows what's going on. Then it's August and no one can even remember the priorities that were set back in January.

By writing down your priorities, having a team to hold each other accountable, and making a roadmap with checkpoints, it is easier to focus and make sure goals are achieved.

## step three - understanding our framework

Through our website, electronic newsletter, social media, and print collateral , we are able to communicate to our audiences effectively, while using additional platforms and resources as needed to support our communication efforts. The framework has provided the pathway to effectively reach our congregation and our community while increasing engagement.

**Website**—This is our home base and I can't echo this enough. When someone tells us to go to an amazing restaurant or visit a new city, 95 percent of the time we google it, right? So, we are best to assume people are going to google our church. Our website, many times, becomes the FIRST impression made by our church. We invest in this channel. Invest time, invest resources, and invest in making it convey WHO we are as a congregation. It let's visitors know what to expect on Sunday morning and let's them know what makes our church unique. The website isn't all for our members or all for visitors; it has a balance of information for both audiences.

**Social Media**—Social media, in my opinion, is very tricky. Rules are always changing and there seems to be a new platform every week. Although Facebook has recently changed the rules and it seems the younger generation is not fully engaged there, I firmly believe Facebook is a platform that deserves our time. There are 1.86 billion monthly active users on Facebook, and they cover a wide age range.

The other social platform we use is Vimeo. Being able to organize and share our videos easily within our digital communication has helped reach many members who are home-bound or have moved away but love to hear our pastors preach.

**Electronic Newsletter**—Our Electronic newsletter (In The Know) goes out fortnightly on Thursday at 6:30 p.m. Over the years we have revamped this, and we are averaging a 38 percent open rate. Since the average office worker receives 121 emails on a daily basis, we allow individuals to choose to receive this rather than uploading a list and sending it to every member. As much as we want everyone to get our newsletter, we don't want to add to the clutter.

*It is inevitable that someone will complain about not knowing about an event or activity or will desire another platform.*

Reaching the majority through consistent and compelling content is what our goal will always be. Establishing a framework with multiple communication platforms that is manageable ensures that what we are communicating to our audiences is effective

and that we are working in an efficient way. The average person's attention span is about eight seconds, and individuals receive more than 124 newspapers' worth of data a day! **Are they choosing to read and engage with what we are saying?**

Through words, images, pixels, stories, and social posts, we are connecting people to the life of Christ expressed in our local churches.

The goal isn't being known but **making Him known.**

The goal isn't people in seats but **lives transformed.**

The goal isn't about being excellent for the sake of excellence, but to **honor God with the gifts of creativity** He's given us.

**The goal isn't marketing; it's sharing.**

Our job is to help our church share the story in a way that captivates and engages people so much so that they will want to go and tell a friend...so that the Kingdom of Heaven may be full.

## promotion priority



Due to a large number of events held at BBC, we will be using the following criteria to decide which events will have priority in scheduling promotional space and resources

**Priority One:** These events include or affect the vast majority 80% of the church body or reflect our vision, mission and values. Examples include: Easter, Christmas, Giving, Alpha, Life Change Stories.

**Priority Two:** A Major Ministry Event which Impacts a significant amount of an audience.

**Priority Three:** These events include or affect small groups within the church. Examples include: small group activities, recurring ministry events - *Kai Manga, Serious coffee, Encore...*

# prioritising work load



## P1

### Sunday Services

- Message
- Notices (*maximum 3 per service*)
- Baptisms
- Communion
- Inside Look
- Beyond BBC
- Membership
- Easter
- Christmas

### BBC Values

- Stewardship - Next Steps, Building Project
- Maturity - Alpha, Alongsider Team
- Innovation - Prolific, Stories/Blog
- Leadership - GLS, Church Plants
- Encounter - Worship Events

### Integration

- Explore Us
- Next Steps - Membership, Giving, Volunteers
- Find your Fit - Volunteers
- LifeGroups

### Church Service

- Major Launch
- Church News Announcement - 3 Weeks (*+1 for any promo events*)
- Slide in pre-service loop
- Clipboard Signup
- Inside Look
- Stage Set - renewed quarterly

### Email

- Theme of ITK (digital newsletter)
- Linked in ITK 3-4 times
- Targeted group email

### Website

- Homepage Banner
- Article on events page
- Highlighted on events page
- Mobile push notifications

### Social Media

- Facebook Page, Event or Group
- Facebook updates
- Facebook cover image
- Instagram updates

### On-Site

- Posters
- Cafe and Foyer Screens
- Table Talkers

### Printed

- Flyer
- Invite
- Printed Bulletin
- Booklet
- Signage

### Video

- Promotional Video

# P2

## Events

- Women - Time Out
- Men - Men at Work
- Children - Cool Bananas
- Youth - Easter Camps
- Volunteers - Team Night
- Movie Night
- A Night Before Christmas

## Church Branding and Communication

- Website
- Social Media
- Church App
- In The Know / Bulletin
- Print Media - Annual Report, Calendar, Sign writing, etc
- Video Media

## Church Service

- Church News Announcement - 2-3 Weeks
- Slide in pre-service loop
- Themed presentation slides

## Email

- Linked in ITK 2-3 times

## Website

- Article on events page
- Mobile push notifications

## Social Media

- Facebook Event
- Facebook updates
- Instagram updates

## On-Site

- Posters
- Cafe and Foyer Screens

## Printed

- Flyer
- Poster
- Signage

## Video

- Promotional Video (*Dependant on discussion with Video Producer*)

# P3

## Generations

- Events
- Services
- Branding and Promotion
  
- **Initiatives / Recurring Ministry Events**
- Global Missions
- Angel Tree
- Kai Manga
- Tallulah
- Place of Hope
- Mainly Music
- Playgroup
- ICONZ
- Serious Coffee
- Encore
- Epic LAN
- Young Adults
- Prayer Teams

## Church Service

- Church News Announcement - 1-2 Weeks
- Slide in pre-service loop (rotating notices)
- Themed presentation slides - 1 set per term (*children & youth*)

## Email

- Linked in ITK 1-2 times

## Website

- Article on events page

## Social Media

- Facebook Event/Group

## On-Site

- Cafe and Foyer Screens

## Printed

- Flyer
- Signage

## Video

- Promotional Video (*Dependant on discussion with Video Producer*)

*\*Generations ministries are responsible for there own social media platforms, email promotion and in service announcements.*

# expected time frames



**All projects to be briefed with adequate information for the creative team to begin work immediately.**

*When, where, what and why. Along with an elevator pitch paragraph targeting your desired audience.*

## P1

### Sermon Series

- Briefed **6 weeks** in advance of first service **for video**. Briefed **4 weeks** in advance of first service for **graphics only**
- **5 weeks prior to first service** - Agreed on a name and visual theme for the series.
- **4 weeks prior to first service** - Put forward graphics for critique and receive final written synopsis for the series.
- **3 weeks prior to first service** - Put forward video for critique.
- **2 weeks prior to first service** - Graphics are finalised and signed off.
- **1 week prior to first service** - Video is finalised and signed off.
- **Week of series starting** - Upload finalised graphics, video and copy to the BBC "Messages" and "Lifegroups" web pages, Facebook and "In The Know" digital newsletter.

### Single Event Services (Easter, Christmas, Mission Sunday)

- Briefed **4 weeks** in advance of the event

### Big Events

- Briefed **12 weeks** in advance of the event.
- **8 weeks prior to event** - Setup on-line and clip board registration. Upload finalised graphics and copy to the BBC website, Facebook and "In The Know" digital newsletter.
- **6 weeks prior to event** - Release finalised promotional video online, printed flyer's and first in service announcement.
- **4 weeks prior to event** - Include invites on cafe table talkers. Posters up in foyer and toilets. Promotional graphic included in rotating notices on foyer and cafe screens.
- **3 weeks prior to event** - Second in service announcement and Facebook post.
- **2 weeks prior to event** - Begin regular social posts on Facebook and Instagram building up to the event.
- **Sunday prior to event** - Third in service announcement.
- **Day of event** - Photographs and social post of event preparations, highlighting volunteers where possible. Email reminder sent out to all registered guests.
- **Day after event** - Event highlight reel and thank you message acknowledging all who were involved.

## P2

### Mid Tier Events

- Briefed **8 weeks** in advance of the event
- **6 weeks prior to event** - Setup on-line and clip board registration. Upload finalised graphics and copy to the BBC website, Facebook and "In The Know" digital newsletter.
- **4 weeks prior to event** - Release finalised promotional video online, printed flyer's and first in service announcement.
- **3 weeks prior to event** - Posters up in foyer and toilets. Promotional graphic included in rotating notices on foyer and cafe screens.
- **1 week prior to event** - Begin regular social posts on Facebook and Instagram building up to the event.
- **Sunday prior to event** - Final in service announcement.
- **Day of event** - Photographs and social post of event preparations, highlighting volunteers where possible. Email reminder sent out to all registered guests.
- **Day after event** - Event highlight reel and thank you message acknowledging all who were involved.

### Church Branding and Communication

- Briefed **8 weeks** in advance of due date (or by negotiation)

## P3

### Small Events

- Briefed **6 weeks** in advance of the event
- **4 weeks prior to event** - Setup on-line registration. Upload finalised graphics and copy to the BBC website and Facebook.
- **3 weeks prior to event** - Release finalised printed flyer's.
- **2 weeks prior to event** - Promotional graphic included in rotating notices on foyer and cafe screens.
- **1 week prior to event** - Begin regular social posts on Facebook and Instagram building up to the event.
- **Sunday prior to event** - In service announcement.
- **Day of event** - Email reminder sent out to all registered guests.

### Youth and Children - Services and Events

- Briefed **4 weeks** in advance of due date (or by negotiation)
- **1-2 weeks after brief** - Setup on-line and clip board registration. Upload finalised graphics and copy to the BBC website and Facebook .
- **2 weeks after brief** - Hand over title and background slides for presentations.
- **2-3 weeks after brief** - Promotional material flyers, posters, invites printed.
- **3 weeks after brief** - Upload event to "In The Know" digital newsletter.

### Initiatives

- Briefed **4 weeks** in advance of due date (or by negotiation)