

Project Level System Elements

Level 1: Choose Anything! 16 Week Timeline*

Level 2: Choose **8** Items from Each Category (Art & Comm); 12 Week Timeline*

Level 3: Choose **6** Items Total; 8 Week Timeline*

Level 4: Choose **4 or less** Items Total; 4-6 Week Timeline*

***All timelines are from earliest in-hand date**

- Printed material – minimum 6 weeks

Art:

- **Printed Material**
 - Banners / Signs
 - In-Hand Date
 - Vision/Inspiration
 - Dimensions
 - Quantity
 - Copy
 - Imagery
 - Paper/Material Type
 - Professionally Printed or In-House Printed?
 - Budget #
 - Handouts (any paper product that we hand out to anyone)
 - In-Hand Date
 - Vision/Inspiration
 - Dimensions
 - Quantity
 - Copy
 - Imagery
 - Paper/Material Type
 - Professionally Printed or In-House Printed?
 - Budget #
 - Apparel /Merchandise
 - In-Hand Date
 - Vision/Inspiration
 - Quantity
 - Copy
 - Imagery
 - Budget #
- **Digital Graphics**
 - Slides
 - In-Hand Date
 - Vision/Inspiration
 - Dimensions
 - Quantity
 - Copy

- Imagery
- Foyer TVs
 - In-Hand Date
 - Vision/Inspiration
 - Copy
 - Imagery
- **Video**
 - Vision/Inspiration:
 - Personalities/Actors:
 - B-Roll Needed:
 - Graphics Necessary:
 - Length of Video:
 - Script Needed:
 - Specific Music/Inspiration:
 - Copy (If applicable):

Communication:

- **Communication Strategy Plan**
- **Social Media**
 - In-Hand Date
 - Vision/Inspiration
 - Copy (if required)
 - Specific Photos Wanted
 - Number of Posts
- **Website**
 - Go Live Date
 - Vision/Inspiration
 - Copy/Content
 - Specific Photos Wanted
 - Link
 - Website it's on
- **Email**
 - List of who it's going to
 - Content/copy - (3 things they want communicated: call to action, action steps, photos, banners, etc)
 - Email – who it needs to come from or who it needs to appear is sending it
- **Photography**
 - Length of time photographer is needed
 - Direction of imagery to capture
- **Videography**
 - Length of time videographer is needed
 - Direction of imagery to capture

Event Level System Elements

Art:

- **Printed Material**
 - Banners / Signs
 - In-Hand Date
 - Vision/Inspiration
 - Dimensions
 - Quantity
 - Copy
 - Imagery
 - Paper/Material Type
 - Budget #
 - Handouts (any paper product that we hand out to anyone)
 - In-Hand Date
 - Vision/Inspiration
 - Dimensions
 - Quantity
 - Copy
 - Imagery
 - Paper/Material Type
 - Professionally Printed or In-House Printed?
 - Budget #
 - Apparel /Merchandise
 - In-Hand Date
 - Vision/Inspiration
 - Quantity
 - Copy
 - Imagery
 - Budget #
- **Digital Graphics**
 - Slides
 - In-Hand Date
 - Vision/Inspiration
 - Dimensions
 - Quantity
 - Copy
 - Imagery
 - Foyer TVs
 - In-Hand Date
 - Vision/Inspiration
 - Copy
 - Imagery
- **Video**
 - Vision/Inspiration:
 - Personalities/Actors:
 - B-Roll Needed:

- Graphics Necessary:
- Length of Video:
- Script Needed:
- Specific Music/Inspiration:
- Copy (If applicable):

Communication:

- **Communication Strategy Plan**
- **Social Media**
 - In-Hand Date
 - Vision/Inspiration
 - Copy (if required)
 - Specific Photos Wanted
 - Number of Posts
- **Website**
 - Go Live Date
 - Vision/Inspiration
 - Copy/Content
 - Specific Photos Wanted
 - Link
 - Website it's on
- **Email**
 - List of who it's going to
 - Content/copy - (3 things they want communicated: call to action, action steps, photos, banners, etc)
 - Email it needs to come from or who it needs to appear is sending it
- **Photography**
 - Length of time Photographer is needed
 - Direction of imagery to capture
- **Videography**
 - Length of time Videographer is needed
 - Direction of imagery to capture

Programming:

- Weekend Promotion
- PCO Event Programming/Planning

Worship:

- Live worship
- Playlist worship
- Videos

Production:

- In-House
- External Venue
- Outside Venue