



Creative Arts Team

Email Template Creative Process

***The Creative Arts Team Exists to Craft Content and Experiences
that lead people to become fully engaged followers of Jesus!***

Email Template Creative Process

All emails going to over 100 recipients should be proof read by the Creative Team to ensure appropriate use of Next Level Church's "voice".

Vision Holder: Provide Copy for the email

- Include:
 - Who the email is being sent to
 - Who the email is to be sent FROM
 - What images need to be attached to the email (i.e. People in groups, baptism, etc.)
 - Date the email needs to be sent by (Will collaborate with CA Communications Director to ensure it is appropriate with Communications Plan)
- **Timeline:** 2 weeks post request date or Discovery Meeting

CA Graphic Designer: Create graphics for email template being sent to:

- Direction of imagery:
- **Timeline:** 4 weeks

CA Communications Dir.: Assemble email template using provided copy and graphics made. Once complete, share via CCB with Vision Holder. If it is an all church email being sent on behalf of Pastor Matt and Sarah, the template will be shared via CCB with the Central IT Director to send.

- **Timeline:** 4 weeks from request- send date will depend on Communications Plan and desired send date from Vision Holder