PROJECT STRATEGY PLAN

Context

- 1. What is the project name?
- 2. What is the purpose of the project?

3. What are the measurable objectives of this project?

4. Who is the primary decision-maker on this project?

Resurrection

Message

- 1. Who is the primary audience?
- 2. Who are the secondary audiences?
- 3. What is the key message?

4. What is the call to action?

5. What "next steps" are we inviting participants to engage in? What tools are we using to do so?

Design

DESIGN PROJECT?	YES	NO		
() The required timeline for design tea	m projects is 4 fu	ıll weeks from finalized	l copy and direction sent.	
1. What assets need to be designed?				
2. What is the look and feel of those a	ssets?			

3. What will the copy be for those assets?

Print

PRINT PROJECT?	YES NO						
• The required timeline for print proj	ects is 2 full weeks from finalized copy and	d direction sent.					
1. What assets need to be printed? What sizes and quantities?							
2. Will it be written on?							
YES NO							
3. What is your budget code for print	?						

Promotion

••	PR0	MOTION PROJECT?	Y	'ES	ΝΟ				
•	• The required timeline for promotion projects is 4 full weeks from finalized copy and direction sent.								
1.	1. What primary marketing, engagement, or communication channels and tactics are you requesting?								
		Adam's eNote		resurre	ection.church/ne	ext			
	Location Newsletters Social Media								
		In-Worship Announcements		Mailing]				
		Loop Slides							

2. What is the proposed timing and sequence of the channels and tactics?

Events + Production

>>> PRODUCTION PROJECTION PROVECTION PROJECTION PROJECTION PROJECTION PROJECTION PROJECTION PROJECTION PROJECTION PROVECTION PROJECTION PROJECTION PROJECTION PROJECTION PROJECTION PROJE	CT?	YES	NO				
• The required timeline for tech production support is 6 full weeks from the day of the event.							
1. What elements are require	d for the event	? (catering,	supplies, entertai	nment, etc.)			
2. Are you requesting live-str	eaming or reco	ording?					
Live-Stream							
Record							
3. What is the proposed locat	ion of this ever	nt?					
All Locations	West		Blue Spri	ngs	Brookside		
Leawood	Downto	own	Overland	Park	Online		
4. What are the expected star	rt and end time	s of the eve	nt?				
5. How many attendees do yo	u expect in per	son?					

Events + Production (Continued)

6. How would you like your audience to engage with your event?

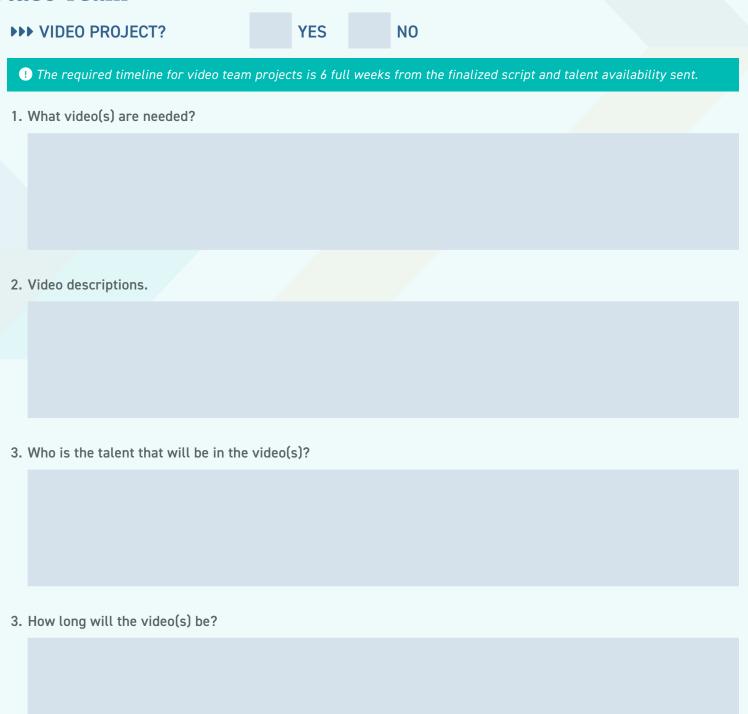
7. What will the user experience (UX) be like?

8. Who will be part of this event? (volunteer management, etc.)

9. Please list any presenters or music/worship leaders.

10. What is the tech set-up required for this event?

Video Team



4. Who is writing the script and when will it be done?

Website

Deliverables

1. Who are the people involved in this project?

2. What assets will be developed and delivered, and by whom?

3. When will these assets be delivered?

4. What are the key milestones for the project?

(Deadline for requests from ministry-client/locations, date event page will be up, date registration goes live, the target date for supply delivery, etc.)

- 5. Is there a budget for this? If so, what is the budget?
- 6. Add Account Number(s) here:

Let's get started!

To move forward with this project, and the creation of the assets and deliverables within the

timeframe(s) outlined in the PSP above, it is essential that we are all on the same page. Please review the PSP meeting notes above.

Once you have reviewed the meeting notes, agree to them and the priority valuation selected below, please sign this document and return it via email to your Experience Project Manager.

Once this document is signed and returned, the RXP team will begin work. Please remember to work directly with the Experience Project Manager when there are questions, concerns, additional needs, etc. to continue clear and accurate communication regarding the project. The Experience Project Manager will work with the primary decision-maker to provide timely communication for the completion of milestones, proof approvals, etc.

We agree that this project is mission- critical to Resurrection's purpose and vision.	GREEN
We agree that this project is mission- significant to Resurrection's purpose and vision.	GOLD
We agree that this project is mission- relevant to Resurrection's purpose and vision.**	GRAY

! **Mission-relevant projects (GRAY) are subject to the available resources of the RXP team at the time of the request.

Project Manager Signature	Date
Ministry Contact Signature	Date

NOTES