

## 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?

# Message

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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 team projects is 4 full weeks from finalized copy and direction sent.*

1. What assets need to be designed?

2. What is the look and feel of those assets?

3. What will the copy be for those assets?

# Print

▶▶ PRINT PROJECT?

YES

NO

**!** *The required timeline for print projects is 2 full weeks from finalized copy and 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

▶▶ PROMOTION PROJECT?

YES

NO

**!** The required timeline for promotion projects is 4 full weeks from finalized copy and direction sent.

1. What primary marketing, engagement, or communication channels and tactics are you requesting?

Adam's eNote

resurrection.church/next

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 PROJECT?

YES

NO

**!** The required timeline for tech production support is 6 full weeks from the day of the event.

1. What elements are required for the event? *(catering, supplies, entertainment, etc.)*

2. Are you requesting live-streaming or recording?

Live-Stream

Record

3. What is the proposed location of this event?

All Locations

West

Blue Springs

Brookside

Leawood

Downtown

Overland Park

Online

4. What are the expected start and end times of the event?

5. How many attendees do you expect in person?

## 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

▶▶ VIDEO PROJECT?

YES

NO

**!** *The required timeline for video team projects is 6 full weeks from the finalized script and talent availability sent.*

1. What video(s) are needed?

2. Video descriptions.

3. Who is the talent that will be in the video(s)?

3. How long will the video(s) be?

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



# Website

▶▶ WEB PROJECT?

YES

NO

**!** *The required timeline for web projects is 4 full weeks from the direction given.*

1. What type of web project is this?

Page Edit

New Page

2. What edits are needed?

# 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.

- |                          |   |              |
|--------------------------|---|--------------|
| <input type="checkbox"/> | We agree that this project is mission- <b>critical</b> to Resurrection's purpose and vision.    | <b>GREEN</b> |
| <input type="checkbox"/> | We agree that this project is mission- <b>significant</b> to Resurrection's purpose and vision. | <b>GOLD</b>  |
| <input type="checkbox"/> | We agree that this project is mission- <b>relevant</b> to Resurrection's purpose and vision.**  | <b>GRAY</b>  |

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

	<input type="text"/>	<input type="text"/>
	Project Manager Signature	Date

	<input type="text"/>	<input type="text"/>
	Ministry Contact Signature	Date

