

# Communications Checklist

## *New Chapel Campus Launch*

Marketing	Signage- Permanent location	Signage- Portable location	Print (upon launch)	Web	Campus Specific
<ul style="list-style-type: none"> <li><input type="checkbox"/> Rave cards</li> <li><input type="checkbox"/> Community event presence</li> <li><input type="checkbox"/> Yard signs</li> <li><input type="checkbox"/> Community booth: promotional giveaways, tablecloths, vinyl signs, pens, etc.</li> <li><input type="checkbox"/> Press releases</li> <li><input type="checkbox"/> On site: Community Engagement event to invite people into building outside of weekend service</li> <li><input type="checkbox"/> Radio/TV??</li> <li><input type="checkbox"/> Facebook ads</li> <li><input type="checkbox"/> Invitation to community leaders</li> <li><input type="checkbox"/> Coming Soon sign for location</li> <li><input type="checkbox"/> Postcards:               <ul style="list-style-type: none"> <li><b>1-</b> before launch</li> <li><b>2-</b> week after launch to same list</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Road sign</li> <li><input type="checkbox"/> Building sign</li> <li><input type="checkbox"/> Main directional sign</li> <li><input type="checkbox"/> Connections sign (info kiosk)</li> <li><input type="checkbox"/> Bookstore sign</li> <li><input type="checkbox"/> Children's check-in</li> <li><input type="checkbox"/> Junior high check-in</li> <li><input type="checkbox"/> Restroom/elevator signs</li> <li><input type="checkbox"/> Parking signs</li> <li><input type="checkbox"/> Zone main sign</li> <li><input type="checkbox"/> (Children's ministry provides other area signage)</li> <li><input type="checkbox"/> Secondary directional signage</li> <li><input type="checkbox"/> Floor stands</li> <li><input type="checkbox"/> Auditorium sign</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Connections Sign</li> <li><input type="checkbox"/> Facility Map/Layout</li> <li><input type="checkbox"/> Main lobby directional signs</li> <li><input type="checkbox"/> Main lobby banners to identify areas (e.g. coffee, life groups, welcome, bookstore, etc.)</li> <li><input type="checkbox"/> Table top sign easels</li> <li><input type="checkbox"/> Special use signs: "Service has begun, use other doors", Parent seating, etc.</li> <li><input type="checkbox"/> Children's Classroom signs</li> <li><input type="checkbox"/> Children's welcome</li> <li><input type="checkbox"/> Children's directional signs</li> <li><input type="checkbox"/> Children's Check-in</li> <li><input type="checkbox"/> Zone (junior high)</li> <li><input type="checkbox"/> Zone check-in signs</li> <li><input type="checkbox"/> Floor stands</li> <li><input type="checkbox"/> Clips for ceiling</li> <li><input type="checkbox"/> Chains for banners</li> <li><input type="checkbox"/> Ladder to hang banners</li> <li><input type="checkbox"/> Outdoor signage</li> <li><input type="checkbox"/> Parking</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Weekly program</li> <li><input type="checkbox"/> Welcome pack</li> <li><input type="checkbox"/> Ministry brochures</li> <li><input type="checkbox"/> Invite cards</li> <li><input type="checkbox"/> Tithing envelopes</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Homepage - Times &amp; Loc.</li> <li><input type="checkbox"/> Campus Pastor video</li> <li><input type="checkbox"/> Facebook fan page</li> <li><input type="checkbox"/> Campus page</li> <li><input type="checkbox"/> Staff updates</li> </ul>	