Evaluate the launch and decide what to continue moving forward Hire staff or subcontractors to continue producing media (if necessary) Show videos of life-change stories to build momentum Put strategy in place to keep the momentum Have a process in place assimilate new people Continue community serve events

- Public launch service (new series is launched)

MPLEMENT & PREPARE Month 4

Send mailer to community Execute community serve events

Continue social media promotions for launch service External building and property signs addressed

Show video of life-change stories

Produce more story videos Launch of a new website or updated website

Roll out madia with new branding within the church

IMPLEMENT & PREPARE

Month 3

Month 1

EVALUATE FUTURE

Month 5

Design mailer announcing the new brand and inviting the community to a launch service Plan community serve events where the church goes out to help the community Start social media marketing campaign to get the new brand out and invite to a launch service Show video of life-change stories

Release materials which was prepared in month 2 Website design and development

Start sermon series about the vision / reveal the new brand to the church

Month 2

Announce the change to key leadership and reveal logo

Church brochure Interior banner graphics to place in the facility

Graphic video of the new logo/brand

Update collateral such as offering envelopes, prayer cards, and guest forms

Produce story videos

Update interior signs and graphics with new brand elements

Design letterhead, envelopes, business cards, Invites, T-shirts, screen graphics

Start design and development of a new or updated website

Branding guide with branding elements identified Design the new or updated logo