



harvester christian church | media arts team

PRIORITIES & PROCESSES

OUR TEAM GOAL:

We are dedicated to delivering media projects and products that lead people to find and follow Jesus, and also uphold the Harvester brand. We strive to be leaders in creativity, organization, and excellence.

OUR TEAM VALUES:

- ★ We prioritize projects, because when everything is a priority, nothing is a priority.
- ★ We can be a resource for all teams, but not the creators of all projects.
- ★ To finish projects on time, processes need to start on time.
- ★ Clear communication up front creates clear communication in the end.
- ★ With limited resources, we can do quick or quality, but not both.

LET'S GET STARTED!

1	CATEGORIES	CAMPUS WIDE	LARGE VENUE	NICHE
TARGET	Applicable to: 80% of Church <i>Example:</i> weekend services, all-campus events, lead team campaigns & pushes.	80% of Church	50% of Church	< 50% of Church
ROLES	Media Arts: Leads with input from ministry leader. Ministry Leader: Casts messaging, vision and provides feedback.	Leads with input from ministry leader.	Leads a joint effort with ministry team.	Provides resources and feedback.
NEEDS	Approvals Lead Team and Media Arts Team Timelines 12 weeks for in-hand delivery	Lead Team and Media Arts Team	Media Arts Team	Team leader approves process & product.

2

RESOURCING TEAMS

	CAMPUS WIDE	LARGE VENUE	NICHE
All-church social media promotion	Y	M	N
Ministry-specific social media graphics	Y	Y	M
App announcement	Y	M	M
Announcement loop slide	Y	Y	N
Postcard design	Y	M	R
Banner/Signage	Y	M	R
T-shirt design	M	M	R
In-service announcement	Y	M	N
Video compiling (photos/clips provided)	Y	R	R
Video creation (filming/editing/producing)	Y	M	N
Photography	Y	R	R

Y - YES, we can. M - MAYBE, depends on load/priority. N - NO, we can't. R - 3rd party Resource

R

If you are requesting something that is labelled "R", we know some great resources that your team can use instead of us handling it. Here's a list of some to get you started. Contact us directly for more great 3rd party resources not listed here.

3RD PARTY RESOURCES

	FREE	OPTION #1	OPTION #2
Video Compilations	iMovie or Arena Tag "Media Arts: Videographer"	animoto.com	slide.ly/promo
Graphic/Print Design	Arena Tag: "Media Arts: Graphic Designer"	canva.com	fiverr.com
Photographer	Arena Tag: "Media Arts: Photographer"	---	---
T-Shirt Design	Arena Tag: "Media Arts: Graphic Designer"	shirtkong.com	customink.com

M

If you are requesting something that is labelled "M", we might be able to help. But it this depends on our work load of items on this priority list.

OUR LIST OF PRIORITIES

- 1. Seasonal Vision Pushes** Projects that coincide and align with the Vision Priority Calendar.
- 2. Weekend Services** Explore the faith, generosity, next steps.
- 3. Sermon Series** Projects that align with the theme and goals of a sermon series.
- 4. All other projects** All other ministry programs/events prioritized by first-come, first-serve.

Y

APPROVALS & TIMELINES

CAMPUS WIDE LARGE VENUE

12 weeks until in-hand	___/___/___	Lead team informed & then media request sent.	-
10 weeks until in-hand	___/___/___	Vision & branding meeting	-
8 weeks until in-hand	___/___/___	Design process begins	-
6 weeks until in-hand	___/___/___	Design & review process	Media request sent. Vision & branding meeting.
4 weeks until in-hand	___/___/___	All media finalized & ordered	Design & review process
2 weeks until in-hand	___/___/___	(buffer time)	All media finalized & ordered
0 weeks until in-hand	___/___/___	All materials in-hand	All materials in-hand

N

“No” does not mean that you cannot advertise your event. It only means that you need to find alternative methods to do it through your ministry contexts: emails, passing out invites, your own social media accounts, etc. If you would like advice on how to have the most impact in those areas, let us know!

EXCEPTIONS

On occasion the Media Arts team may make exceptions to offer support that would not typically be given, in order to help a smaller event/program gain key momentum or to protect the brand of Harvester Christian Church. Some examples are:

- ★ Niche events that fit into a sermon series or lead team push.
- ★ A major launch or change of a niche program that needs to be communicated.
- ★ A design piece or video that will have long-term viewing by the whole church or impact the branding of Harvester. (ex: building signs, logos, permanent web videos, etc.)