Graphical user interface, text, application, chat or text message

Description automatically generated

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|  | **PASTORS** | **MEDIA** | **LOCATION ADMIN** |
| **3 weeks out: July 25** | Meet with team to intro campaign. | Publish admin website.  Order materials. | Order necessary materials for interaction walls. |
| **2 weeks out:  August 1** | Choose members of your church that could share their story in a short video. | Mock website, app setup, Facebook. | Assign team members to assemble and “man” the interaction stations. |
| **3 weeks out:  August 8** | Announce upcoming campaign to congregation. | Publish campaign on website and app.  Distribute materials to locations. | Include campaign in the weekly guide. Send out an email to congregation about the campaign. |
| **Begin: August 15** | Announce campaign start and that it is leading up to the rally series and encourage people to interact physically and digitally. | Play bumper video.  Social media #1-3.  Take photos at locations! | Physical interaction walls up, have someone at the wall, and someone to take photos!  Campaign in the weekly guide. |
| **August 22** | Remind about campaign and to interact with the physical station. | Social media #4-7.  Repost stories.  Take photos! | In the weekly guide.  Take photos and videos at the interaction wall! |
| **August 29** | Reminder to interact physically and digitally. Remind about Rally series! | Social media #8-11.  Repost stories!  Take photos! |  |