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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! |  |