



## **MINISTRY REQUEST PROCESS**

Ministry requests are divided by five tiers/categories: Church-Wide Event, Department Event, Small Event, Sermon Series and Single Request. Submission deadlines for ministry requests are as follows:

**Tier 0 | NON-CREATIVE EVENT – 6 weeks in advance**

**Tier 1 | CHURCH WIDE EVENT – 12 weeks in advance**

**Tier 2 | DEPARTMENT EVENT – 8 weeks in advance**

**Tier 3 | SMALL EVENT – 6 weeks in advance**

**Tier 4 | SERMON SERIES – 4 weeks in advance**

**Tier 5 | SINGLE REQUEST – 2 weeks in advance**

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### **NON-CREATIVE EVENT (TIER 0) – 6 weeks**

A tier 0 is an event that does not require any creative arts needs i.e. graphics, advertising, worship, technicians, etc. but may or may not need facility resources.

### **CHURCH-WIDE EVENT (TIER 1) – 12 weeks**

A tier 1 campaign targets at least 80% of our church audience and/or focuses on reaching “The One”. Every ministry at Oaks Church is allowed two Tier 1 campaigns per year, regardless of the audience percentage. A church wide event package includes:

#### **Advertising Campaign //**

- Stage Announcement – 6 weeks in advance
  - 6 weeks out (light coverage)
  - 4 weeks out (medium coverage)
  - 2 weeks out (heavy coverage)
- Video Announcement - 4 weeks in advance
  - Timeline decided on a case-by-case basis. It can be shared between live hosting and video announcements.



- Email newsletter Snippets\* - 4 weeks in advance
  - Individual E-mail Blast - The week of the event
  - Snippet the week after (event recap)

**\* A snippet is a small paragraph/section accompanied by a picture in the weekly Oaks Newsletter email.**

- Text - 2 weeks in advance
  - 2 weeks out (light coverage)
  - 1 week out (medium coverage)
  - Blast the week of. A maximum of 3 times in a week (Including the day before the event. This will be determined by the Creative Team on a case-by-case basis.)
- Website - 6 weeks in advance
  - Landing Page and subdomain (i.e. christmas.oaks.church)
  - Events Page
  - Banner on Home page (Determined by the Creative Team on a case-to-case basis).
- Church App - 6 weeks in advance
  - Main Page Link (pointing to landing page on the website)
  - Events Page
- Social Media
  - Facebook Event - 6 weeks
  - Facebook + YouTube Banner - 4 to 6 weeks in advance. (Determined by the Creative Team on a case-by-case basis).
  - Facebook/Instagram Stories + Posts - 6 weeks in advance / 14 posts minimum
    - 6 weeks out (light coverage)
    - 4 weeks out (medium coverage)
    - 2 weeks out (heavy coverage)
  - Additional Paid Advertisement\* (Form and Function will assist and provide strategy to reach the intended audience).
- Other promoting channels:
  - Marquee (street sign) - 4 weeks in advance
  - Bathroom Signs - 4-6 weeks in advance (Determined by the Creative Team on a case-to-case basis)
  - Service Walk-In Slides - 6 weeks in advance



- Press Release:
  - 2 weeks and 1 week before the event
  - 1 week after the event (event recap)

## **Resources + Content Creation //**

- Full branding (graphics, logo/mark, color palettes, overall look and feel, etc.)
  - **Number of Revisions allowed:** Decided by the Creative Director.
- Videography
  - Teaser
  - Trailer
  - Video shoot (B-roll)
  - Day-of coverage
  - Recap Video
- Photography
  - Photo shoot
  - Day-of coverage
- Printing Materials (Optional) – Ordered 6 weeks in advance
  - Door decals
  - Window decals
  - Yard signs
  - Business cards
  - Tickets
  - Posters
  - Postcards
  - Brochures



## **DEPARTMENT EVENT (TIER 2) – 8 weeks**

**KIDS, YOUTH, GROUPS, CONNECTION, CARE, GLOBAL/LOCAL, OSL, POWERHOUSE/PDO, WOMEN.**

A tier 2 campaign targets a ministry audience of our church. A department event package includes:

### **Advertising Campaign //**

- Two Video Announcements - 2 weeks in advance
  - Talking head only
  - Timeline decided on a case-by-case basis. It can be shared between live hosting and video announcements.
- Two Email newsletter Snippets - 2 weeks in advance
  - Timeline decided on a case-by-case basis.
- Website – 6 weeks in advance
  - Ministry page updates
  - Events page
- Church App – 6 weeks in advance
  - Events Page
- Social Media
  - Facebook Event - 6 weeks
  - Facebook/Instagram Stories + Posts – 2-4 weeks in advance / 6 posts minimum
    - 2 weeks out (light coverage)
    - 1 weeks out (heavy coverage)
  - Additional Paid Advertisement
  - Budget will come from the ministry requesting the event
- Other promoting channels:
  - Service Walk-In Slides - 4 weeks in advance



## Resources + Content Creation //

- Light branding (graphics, logo/mark, color palettes, overall look and feel, etc.)
  - **Number of Revisions allowed:** 2 revisions.
- Photography
  - Day-of coverage
- Videography
  - Day-of coverage
- Printing Materials (Optional) – Produced 4 weeks in advance
  - Business cards
  - Tickets
  - Postcards
  - Brochures



## **SMALL EVENT (TIER 3) - 6 weeks**

A tier 3 campaign targets a small group or specific demographic in a church ministry.  
A small event package includes:

### **Advertising Campaign //**

- Email newsletter Snippets - 2 weeks in advance
  - Timeline decided on a case-by-case basis.
- Website - 4 weeks in advance
  - Ministry page updates
  - Events page
- Church App - 4 weeks in advance
  - Events Page
- Social Media
  - Facebook Event - 4 weeks
  - Facebook/Instagram Stories + Posts - 2 weeks in advance / 3 posts minimum
    - 2 weeks out (light coverage)
    - 1 week out (heavy coverage)
- Other promoting channels:
  - Service Walk-In Slides - 2 weeks in advance

### **Resources + Content Creation //**

- Photography
  - Day-of coverage
- Videography
  - Day-of coverage
- One Graphic
  - **Number of Revisions allowed:** 1 revision



## **SERMON SERIES (TIER 4) - 4 weeks**

A tier 4 request is a sermon series request that includes branding and one video bumper. This request is limited to be used by Kids, Youth and ELT ministry.

### **Resources + Content Creation //**

- Branding (graphics)
  - **Number of Revisions allowed:** 2 revisions
- Videography
  - Sermon Bumper
- Photography
  - Day-of Coverage

## **SINGLE REQUEST (TIER 5) - 2 weeks**

A tier 5 request is based on a previous campaign and includes re-ordering single elements of such campaign. This request can also be used to produce a single graphic, video, website and app update for a ministry, creating a form online, printing materials, etcetera.