

Promotional Tiers

Promotions are divided into the three tiers below. Tiers are determined by the Communications Department based on audience and reach. Please note that how these tiers apply to a ministry opportunity may change based on the event being elevated by executive leadership or multiple campuses participating in a single event.

Tier	Timeline	Audience	Examples
1	4-6 month planning 90+ day promotion runway	<i>People plan around these events.</i> All Campuses, Churchwide OR 50%+ of Audience	Camps Conferences Easter/Christmas Churchwide initiatives
2	60-90 days	<i>People need invitation and motivation to join.</i> All Campuses, Ministry-Specific	Baptism Sunday Serve day Groups launches Special worship nights Mission Trip recruitment
3	30-45 days	<i>People need information more than persuasion.</i> Campus Specific	First Steps Child dedication signups Journey to Baptism Volunteer onboarding Campus-specific Simple announcements

Promotional Hierarchy - Churchwide

Required churchwide promotions are determined in coordination with Executive leadership and the Communications Department.

Once it's determined which tier the ministry opportunity falls into, the Communications Department will use the grid below to determine which deliverables need to be produced for promotion. Please note that this is not an exhaustive list, but it's a starting point for promotional discussions, additionally all items are decided at the discretion of the Communications Department based on various factors such as production schedules and message schedules.

Item	Tier 1	Tier 2	Tier 3
Web Graphics	X	X	X
Targeted Email Campaign	3 Email	1 Email	Ministry Responsibility
Photo/Video Coverage	X	Comms Discretion	Ministry Responsibility
Gloo Marketing Texts	3	2	Ministry Responsibility
Organic Social Posts	4-8 Posts/Stories	3-5 Posts/Stories	1-3 Posts/Stories
Paid Social Campaign (Facebook ad)	4 Weeks	Comms Discretion	
Website Banner/Popup	X		
Produced Video Promo	X		
Sunday Morning Announcement	X	Comms Discretion	