

 Dashboard

WPMU DEV

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Yoast SEO

 GSpeech

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Divi Torque

Smush Pro

 Divi

Forminator Pro

 Collapse Menu

Edit Campaign Brief

[Add New Campaign Brief](#)

[Screen Options ▾](#)

A Cool Event

Permalink: <https://www.metropolitanbible.church/brief/70015/> [Edit](#)

 Add Media



 Add Form

Paragraph



Publishing

[^](#) [v](#) [▲](#)

[Preview Changes](#)

 Published on: Nov 24, 2025 @ 23:49
[Edit](#)

[Premium SEO analysis:](#) Not available

[Readability analysis:](#) Good

[Move to Trash](#)

[Update](#)

Archive Date

[^](#) [v](#) [▲](#)

Archive Date

mm/dd/yyyy

Brief Status & Workflow

[^](#) [v](#) [▲](#)

Service Levels

[^](#) [v](#) [▲](#)

[Add](#)

Separate tags with commas

[Choose from the most used tags](#)

No tags found.

Ministries

[^](#) [v](#) [▲](#)

All Ministries [Most Used](#)

- Metro Kids
- Adult Family Groups & Bible Studies
- Church Leadership
- Fellowship
- Men's Ministry
- Metro Students
- Music & Worship

[+ Add New Ministry](#)

Share Brief

[^](#) [v](#) [▲](#)

Shareable Link:

<https://www.metropolitanbible.church/>

Word count: 0

Last edited by Morgan Highley on November 24, 2025 at 11:52 pm

Page 1: Campaign Brief

[^](#) [v](#) [▲](#)

Ministry/Department

Metro Kids

e.g., Metro Kids, Women's Ministry

Ministry Representative

James Moore

Ministry Rep Email

james@metropolitanbible.church

Communications Coordinator

Laura Murray

Title

A Cool Event

Tagline

Call to action and /slug

metropolitanbible.church/ cool-event

Date(s) of event

November 30, 2025

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e.g., March 15-17, 2025 or June 10, 2025

 Copy Link

Anyone with this link can view the brief. Comments require a name/email.

Dates for promotion

November 28 - 29, 2025

e.g., February 1 - March 14, 2025

File path

Google Drive or server path to campaign assets

Live stream? (if so, where?)

e.g., YouTube, Facebook Live, Church Website

Page 2: Messaging Strategy

  

Context / History

Never been done before

Background information about this campaign

Target Audience(s)

Kids

Who are we trying to reach?

Single persuasive idea

Be cool

One-sentence purpose/reason for this campaign

Key facts

Nobody has ever seen anything this cool before

What is this event? What does it accomplish? Any uniqueness?

Pre-roll copy

Event Name - Brief description. Learn more at URL/slug.

Approved additional copy

More details. How it works. Schedule.

Yoast internal linking

  

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Goals

Everyone thinks it was cool

What would need to happen for this event to be considered successful?

Page 3: Inspiration for Concepting

^ ▼ ▲

Scriptures

Scripture references used as a guide for this project

Emotion or energy

What feeling should this campaign convey?

Styles or graphic elements

Design direction, colors, typography, etc.

Visuals (links or descriptions)

Paste links to images, videos, or describe concepts that could serve as inspiration

Page 4: Channel Plan

^ ▼ ▲

Plan which channels to use for promoting this campaign. Add or remove rows as needed.

Channel	Frequency	Ideas	
metropolitanbible.church			
Bulletin - Print			
Bulletin - Digital			
Service Pre-roll			
Magnify News			
Metropolitan Facebook			

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Yoast SEO

Thank you for creating with [WordPress](#).

Version 6.8.3

 GSpeech

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Series Engine

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Channel	Frequency	Ideas	
Metropolitan Instagram			
Family Group Announcer			
Homepage Takeover			
Church Text/CCA Push			

[+ Add Channel](#)

Custom Fields

  

Yoast SEO Premium

  

Revisions

  

Morgan Highley, 1 minute ago ([November 24, 2025 @ 23:52:26](#)) [Autosave]

Morgan Highley, 4 minutes ago ([November 24, 2025 @ 23:49:40](#))

Morgan Highley, 4 minutes ago ([November 24, 2025 @ 23:49:16](#))

Comments

  

[Add Comment](#)

No comments yet.

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