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A COOL EVENT // METRO KIDS

CAMPAIGN BRIEF

Ministry/Department	Metro Kids
Ministry Representative	James Moore
Communications Coordinator	
Service Designation	

Title	A Cool Event
Tagline	
Call to action and /slug	metropolitanbible.church/cool-event

Date(s) of event	November 30, 2025
Dates for promotion	November 28 - 29, 2025

File path	

A COOL EVENT // METRO KIDS

MESSAGING STRATEGY

Context / History	Never been done before
Target Audience(s)	Kids
Single persuasive idea	Be cool
Key facts	Nobody has every seen anything this cool before
Pre-roll copy	
Approved additional copy	
Goals	Everyone thinks it was cool

A COOL EVENT // METRO KIDS

INSPIRATION FOR CONCEPTING

Scriptures	
Emotion or energy	
Styles or graphic elements	

VISUALS

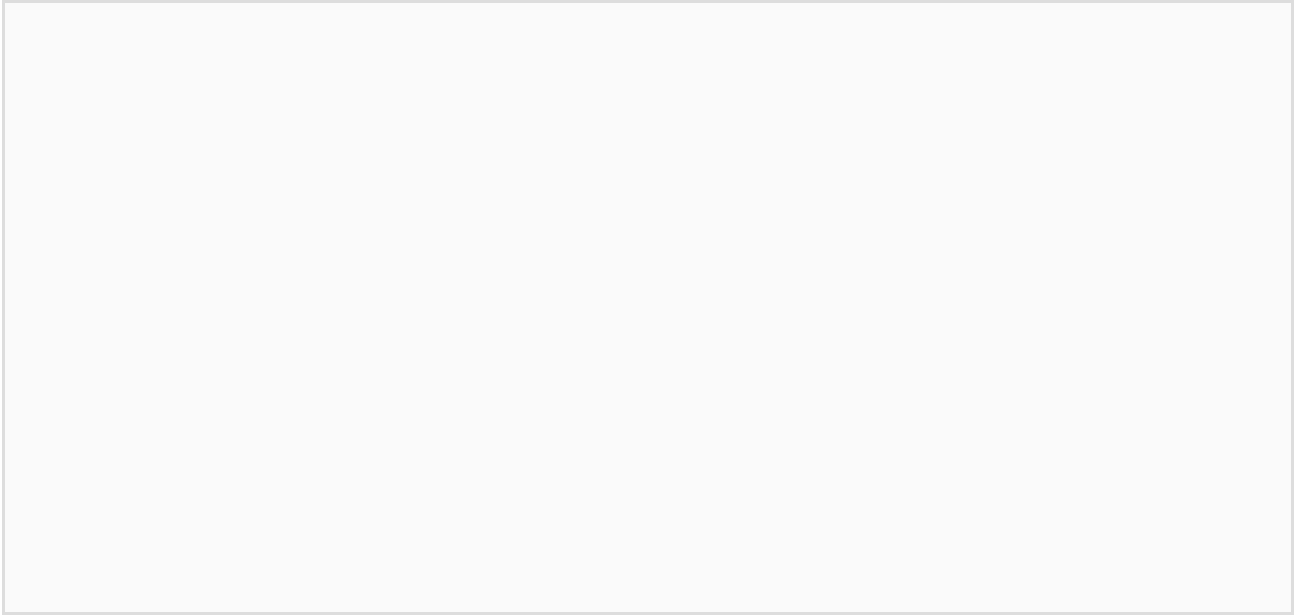
Paste or link to images, videos, or any concepts or ideas that could serve as inspiration for this campaign.

A COOL EVENT // METRO KIDS

CHANNEL PLAN

CHANNEL	FREQUENCY	IDEAS
Promo Period: November 28 - 29, 2025		
metropolitanbible.church/[slug]		
Bulletin - Print		
Bulletin - Digital		
Service Pre-roll		
Magnify News		
Metropolitan Facebook		
Metropolitan Instagram		
Family Group Announcements		
Homepage Takeover		
Church Text/CCA Push Notification		

ADDITIONAL CONTENT



ABOUT

- Who We Are
- Our Beliefs
- Core Values
- History

CONNECT

- Plan Your Visit
- Find a Group
- Ministries
- What's Next
- Contact Us

RESOURCES

- Magnify – News & Events
- Prayer
- Sermons
- Church Center App

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