

CAMPAIGN BRIEF

Ministry/Department	
Ministry Representative	
Communications Coordinator	Laura Murray
Service Designation	Black

Title	
Tagline	
Call to action and /slug	metropolitanbible.church/[slug]

Date(s) of event	
Dates for promotion	

File path	
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MESSAGING STRATEGY

Context/History	
Target Audience(s)	
Single persuasive idea	[A one-sentence purpose/reason]
Key facts	[What is this event? What does it accomplish? Any uniqueness?]
Pre-roll copy	[Event Name - A new ministry. Learn more at URL/slug.]
Approved additional copy	[More details. How it works. Schedule.]
Goals	[What would need to happen for this event to be considered successful?]

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.

CHANNEL PLAN

Black Campaign	Channel	Frequency	Ideas
	Promo Period: [Dates]		
	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

Black Campaign		