# Project Strategy Plan (PSP) Notes

New Creation UMC Communications Team

## Concept & Vision

| | |
|---|---|
| **What is the project name?** | |
| **What is the purpose of the project?** | |
| **What are the measurable goals for the project?** | |
| **Who is the primary decision maker?** | **Name:**<br>**Phone Number:**<br>**Email Address:** |

## Audience & Message

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|---|---|
| **Who is the primary audience?**<br>*Who is the intended audience or guest for this project?* | |
| **Who are the secondary audiences?**<br>*Who else may benefit from this communication?* | |
| **What is the key message?**<br>*What story will we tell through this project?* | |
| **What is the call to action?**<br>*How are we asking people to engage?* | |
| **What is the desired response?**<br>*What are we praying the Holy Spirit will do through your project?* | |
| **What is the guest experience like?**<br>*What do we hope to help someone feel, hear, see, sense, smell, touch, etc.?* | |

## Event & Technical Production

| | | | |
|---|---|---|---|
| **What rooms or spaces are you using?** | | | |
| **What are the start and end times?** | | | |
| **How many people are you anticipating?** | | | |
| **What are your hospitality or technical support needs?** | ☐ Greeters/Hospitality<br>☐ Video Support | ☐ Photography<br>☐ Audio Support | ☐ Livestreaming<br>☐ Other: |

# Channels & Strategy

| | |
|---|---|
| **What tools will you use for personal invitations?** | *We expect event and ministry leaders actively promote their events as much as possible. The most effective communication tool is a personal invitation.* |
| **What communications channels will we use?** | **INTERNAL**<br>☐ Printed Connection Newsletter:<br>☐ Electronic Connection Newsletter:<br>☐ Church Center app:<br>☐ Sunday Worship Services:<br><br>**EXTERNAL**<br>☐ Church Website:<br>☐ Social Media:<br>☐ Connectional/Denominational Interest:<br><br>**HYBRID**<br>☐ Signage:<br>☐ Other: |
| **What are the critical milestones for the event?** | *(Deadline for requests from ministry team, date event page goes live, date registration goes live, target date for supply delivery, etc.)* |
| **What is the timing and sequence for communications?** | |
| **What are the specific content, design, or file format requests?** | |

# Deliverables & Responsibilities

| | |
|---|---|
| **Who is involved in this project?** | |
| **Who will do what?** | |
| **What materials will we create? When are they due?** | |
| **Who will approve the materials?** | |
| **What are the next steps for participants? What tools will encourage that next step?** | *Prepare for your guests' "next steps" after this event. How will you continue to build the relationships? How will you share the story with our community and congregation?* |
| **Is there a budget for the project? What is the budget? What is the account number?** | *Ministry teams should provide the budget for any communications materials produced for their project. The Communications Team will identify affordable vendors for any outside production.* |

## Let's Get Started!

We must be on the same page to move forward with this project and the creation of materials within the timeframe outlined above. Please review the notes in the PSP above. Once you have reviewed the meeting notes and the priority valuation, **please sign this document, and return it to the Communications Director**.

Once this document is signed and returned, the Communications Team will begin its work. Please remember to work directly with the Communications Director when there are questions, concerns, additional needs, etc., to continue clear and accurate communication regarding the project. The Communications Director will work with the primary decision-maker to provide timely communication for the completion of milestones, proof approvals, etc.

## Agreement

| | | |
|---|---|---|
| ☐ | We agree this project is **MISSION CRITICAL** to the church's vision. | **GREEN** |
| ☐ | We agree this project is **MISSION SIGNIFICANT** to the church's vision. | **BLUE** |
| ☐ | We agree this project is **MISSION RELEVANT** to the church's vision.** | **GREY** |

*\*\*Mission-relevant projects are subject to the time and resources available at the time of the request.*

**Ministry Team Signature:**                                                     Date:
_____

**Communications Director:**                                                     Date:
_____

## Priority Valuation Matrix

| | Tier One—Green | Tier Two—Blue | Tier Three—Gray |
|---|---|---|---|
| **Connection** | Mission **CRITICAL** | Mission **SIGNIFICANT** | Mission **RELEVANT** |
| **Impact** | High | Medium to high | Modest to medium |
| **Scale** | Large to extra large | Medium to large | Small to medium |
| **Audience** | Churchwide | Specific | Individuals |
| **Resources** | Maximum | Moderate | Minimal |

## What to Expect

- The Communications Team exists to help you and your ministry team get the word out about your event or communication, striving to reflect the heart of your event while maintaining the communications best practices to ensure effectiveness, clarity, and consistency.
- Since there is limited time, space, and energy to give to communications, we sometimes must make difficult decisions about what events are promoted in which capacities. Production and publishing communications will occur at regular and scheduled intervals determined by the Communications Team for each communication channel. These timelines are determined based on the priority valuation.
- The Communications Team will use materials that are appropriately licensed for church use to avoid copyright infringement, including the use of any images, graphics, photos, vectors, fonts, video, or music in any materials the church will produce. Ministry teams may design and submit their materials for use; however, it will require copyright clearance and approval before publication.