EVENT PROGRAM & MARKETING ITEMS NEEDED

All items are due 2 Weeks before the Event Launch via the Event Lead Submission Form

PROGRAM ITEMS NEEDED

PROGRAM AREA	
Event Details	☐ Event Name, Date, Time, Location, Recurring Event Details
Event Goals	☐ Goals that are applicable to assessing the success of your event (attendance, registration, financial, etc.) ☐ There are standard goals (you're not limited to these goals only) set for designated events. [Click here](#) to access the Event Goals to include this goal in your "Event Lead Submission Form."
Event Program	☐ Program that includes times, program elements, program participants, etc.
Event Diagram **(if applicable)**	☐ Diagram that includes furniture layout for areas being used.

EVENT MARKETING ITEMS NEEDED

EVENT MARKETING VERBIAGE	
Website Verbiage	☐ Calendar Event Verbiage ☐ Event Page Verbiage (if applicable)
Video Announcement Script	☐ Video Script - Provide a video announcement script for your event video promo. Your video promo must not exceed **35 seconds**. If your event includes multiple events (i.e. Holy Week, Thanksgiving Month, etc.) your video can have a maximum length of **1 minute.** **Things to consider including when writing your script:** 1. Name of the event, 2. Who the event is for (men, women, etc.), 3. Date and time of the event, 4. Location (if outside of Harvest Life), 5. Free or Paid Registration. 6. Deadline to pay, 7. Exciting highlights of your event that would make people want to attend, 7. Include "Visit harvestlife.org or the Harvest Life App for details / to register today!"
Pulpit Announcement	☐ Pulpit Announcement – Include highlights and actions you want the public to take for the announcer to say for your event. ☐ Include visit harvestlife.org or the Harvest Life App for details / to

	register today.
Social Media Post Verbiage	☐ Social Media Verbiage - Provide verbiage to be used on your social media platforms along with the graphic/video post. (1 to 2 sentences).
Harvest Life App Notification	If you are sending a notification via the app to your Life Group provide: ☐ 1 to 3 sentences of verbiage. ☐ The dates and times to notification is to be sent out ☐ Include a link to register or learn more if applicable.

GENERAL GRAPHICS

Graphics for 1. **Website** 2. **Video Wall** 3. **Social Media** 4. **Harvest Life App**	**Website** ☐ Calendar - 1920 x 1080 px ☐ This Week at Harvest - 480 x 340 px (for this smaller graphic, include the event title, date and time) ☐ Page Banner (if the event has its own page, this banner goes at the top of the page) - 1920 x 450 px **Social Media Post / Featured Events Section of Home Page** ☐ Social Media Post - 940 x 1000 px (include "visit harvestlife.org or the Harvest Life App for details / to register" on the graphic) **Video Wall (for pulpit announcement)** ☐ Video Wall Graphic - 1920 x 1080 px (include "visit harvestlife.org or the Harvest Life App for details / to register" on the graphic) **Harvest Life App Notification** (if you are sending a notification to your Life Group members via the app) ☐ Event Notification Graphic - 576 x 323 px

WORSHIP SERVICE & WORD WEDNESDAY GRAPHICS
(Complete these items ONLY if your event is a Worship Service or Word Wednesday Service)

Welcome to Event Video Wall	☐ Welcome to [Name of Event] Video Wall - 1920 x 1080 px Do not include event date and time on this graphic. It will be used when the Prayer Lead does the initial welcome during the service.
Day-of Announcement Video Wall	☐ [Name of Event] Video Wall –1920 x 1080 px Do not include event date and time – will be used in the service when the welcome and First-Time Guest announcer says "today is our [Event Name]"
Harvest App Home Page	☐ Harvest App Home Page - 576 x 422 px

FREE/PAID REGISTRATION

(Complete these items ONLY if your event will require registration)	
Free Event Registration Form Information	**Form Fields:** ☐ Instructions at the top of the form ☐ Provide fields needed in the form and what is a required field (first name, last name, email, guest attending with you, etc.) ☐ Response page verbiage after a person completes the form
Paid Event Registration Form Information	**Form Information:** ☐ Provide fields needed in the form and what is a required field (first name, last name, email, etc.) ☐ Cost per person ☐ Maximum Registration ☐ Deadline to Register ☐ Registration Requirements (age, gender, etc.) ☐ Name(s) and emails of person(s) who should receive registration updates ☐ Verbiage to be included in the email confirmation once the person registers for the event
Paid Registration Graphics	**Graphics:** ☐ Page Background - 1920 x 1080 px (no words on this graphic) ☐ Event Header - 1200 x 200 px ☐ Mobile Event Header - 600 x 200 px ☐ Email Confirmation Header - 1200 x 400
GIVING FUND **(Complete this section ONLY if your event will require a giving fund on our giving platforms)**	
Giving Fund	If you are requesting for donations to be received as a part of your event then provide the information below: ☐ Giving Fund Name (title to be displayed on the giving platforms) ☐ The specific dollar amount for the giving (if applicable) ☐ Fund Start Date ☐ Fund End Date