

# CATALYST

F A I T H W O R K S

Church Capital Campaign Communications

## our design process

See below for a condensed visual snapshot of the stages in our process.

stage 1



stage 2



stage 3



stage 4

## THE DESIGN PROCESS EXPLAINED IN MORE DETAIL

### stage 1: design concept determined

For the overall background look & feel of your various fundraising communication items (brochure, pledge card, etc), you get to: choose **one of our design concepts** (as-is or even modified) -or- choose **a combination of design elements** from a couple of our design concepts. All design concepts are in editable layers...so elements can often be removed or modified...and specific color applications can often be altered. All small people photos shown are merely “placeholders” that you can replace with photos of your own people/services/events/missions. *For fully-original design concepts...see bottom of page.*

### stage 1: campaign logo developed

With your direction, we'll create a campaign logo (you choose the logo development level) and we'll incorporate it into the design concept in all the communications.

### stage 3: written text content, photos and architectural art incorporated into all items

We also provide text and layout samples (with word counts) to give guidance and ideas in developing your unique written content. Upon getting your approved specific text content for each particular item in your package, we will incorporate that and, where applicable for certain items, we'll add in photos of your people/services/events/missions and/or architectural art and floorplans. The various campaign items (brochure, pledge card, etc) are usually worked on at overlapping times so assume several rounds of PDF proofing (back-and-forth) so that you have “approving control” before we go on to each new layout alteration.

### stage 4: design approval stages

Upon your final approval of each item in the campaign, we will upload that press-ready file to our printer or yours. Digital files are prepared by the printer. An actual hard-copy proof of each item to be printed should be provided to the church as the ultimate final approval. Upon sign-off of the hard copy proofs, the printer produces all toner-based or ink-based printing and ships the materials.

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### stage 1 alternative: FULLY-CUSTOM DESIGN CONCEPT

Our designer can work with you to create a fully-custom concept design background instead of using one of our 300 options.

This process includes:

- 1) time to explore design references together to establish an agreed-upon direction (based on visuals not mere words),
- 2) photo searches & image fees,
- 3) our initial concept design time that yields three design options to choose from (or for you to combine)
- 4) any design modifications to the chosen/final concept(s),
- 5) all calls, proofs and emails.

**This process starts at \$750.**

# CATALYST

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## from first call to final invoice

### CONNECTION

Church and Catalyst connect to discuss options relating to:

- objective...*
- design pkgs & printing prices
  - process & time-frame options

- subjective...*
- theme backgrounds
  - logo design

Church downloads and reviews Catalyst's 3 Product Lines and other helpful resources

Church reviews our online visual resources: 300+ Design Concept Backgrounds, 240+ Logos Refs., Campaign Samples, etc.

### ESTIMATING & PLANNING

Church contacts Catalyst to give details of needs, wants and time-frame

Catalyst provides an estimate for **Design Services** and *optional Print Services* ...broken out for each communication item

Church Leadership meets and consider options / preferences

### ENGAGEMENT

Church contacts Catalyst to engage in **Design Services** ...possible edits made to estimate(s) ...final estimate re-sent

If needed, Church provides Catalyst with in-hand due dates for material deliveries so that Catalyst can provide a Production Schedule with an item-by-item chart of deliverable dates to guide everyone

### 1/2 DEPOSIT for DESIGN

Catalyst provides church with 1/2 deposit invoice

Catalyst emails and/or ships various campaign samples for: text/layout format ideas -and- text/writing references

Church processes and mails "deposit" check to Catalyst to begin services

### INITIAL DESIGN STAGE

Catalyst and church have *design preference conference call* to discuss: logo developmnt. -and- concept design backgrnd.

Catalyst creates logo and custom design concept if necc. -and- begins applying the design elements to all communctn. items

Catalyst sends rounds of proofs to church to get logo and overall design concept approval

### TEXT WRITTEN & IMAGES SENT

Church writes text to fit word count...gathers photos/renderings...gets leadership approval...and sends to Catalyst

*optional:* Catalyst copywriter writes text draft for the church. All edits made. Church leadership approves final text

### FINAL LAYOUTS

Catalyst lays-in text & images into each communication item...and sends a proof for each item (all-at-once or as-it-is-due)

Church reviews/proofreads all items and send back edits or approval for each item

### PRINTING

*option 1:* Church contacts Catalyst / Offset Atlanta to engage in **Printing** ...possible edits made to printing estimate & approved

Offset Atlanta contacts Church to formally engage in **Print Services** ...establishes delivery dates and payment arrangements

*option 2:* Church provides Catalyst with contact info to its printing vendor. Catalyst connects with printer and make upload plans

Catalyst uploads approved press-ready files to either Offset Atlanta or the church's printing vendor

Offset Atlanta (if chosen) provides: online digital -or- hard-copy proof...for approval by the Church

Offset Atlanta (if chosen) *prints* each proof-approved item per agreed-upon specifications

Offset Atlanta (if chosen) ships each item per delivery date and chosen shipping method

### FINAL INVOICES

Catalyst - and/or - Offset Atlanta provides church with final invoice(s)

DESIGN/LAYOUT STAGE