

Timeline - Begin Project 3 years prior to Launch (Based on NSW 6 million people, time needs to be adjusted dependant on Program Size/Budget)

Task #	JAAL Project Template
1	Appoint Project Team
	Conduct Research / Survey to non Christians to gain insight into needs of State
	Project Manager
	Media Consultant
	Business Consultant
	Communication Consultant
	Head of Fundraising
	Plan think tank to discuss overall concept and next steps
	Identify program roles with initial team
	Confirm Influential Christian spokespeople for the campaign
	Contact heads of denominations for support
	Get support from leaders in writing and on DVD
	Add support letters / DVD to fundraising document and website
2	Set up Regional working groups with Representatives from each denomination
	Set monthly meetings
	Set communications schedule
	Look into Christian conferences to promote the campaign
	Discuss overall concept develop key dates and milestones
	Gather speakers for JAAL/church resources
	Develop event calendar
	Develop Questionnaire for Churches to use during the campaign to monitor campaign results
3	Budget
	Set Preliminary Budget
	Put fundraising proposal together for high net worth donors
	Contact Donors
	Set fundraising proposal for Churches / Christian ministries
	Distribute to Churches & ministries
4	Fundraising
	Appoint fundraising team
	Monitor monthly FR meetings / events
	Confirm receipt of fundraising money
	Determine fundraising kit requirements for Sunday Giving in Churches
	Create what will be in the kit
	Promote Sunday giving
	Set Sunday Giving Date for Churches to give
5	Church Registrations
	Set Registration goals, amount of Churches and cost to participate in the campaign
	Develop Registration pack
	Develop Jesus. All about life banner to be included in each registration kit
6	Church Training for Mission
	Develop Training material to train Churches for Mission
	Conduct getting ready for mission training throughout Churches and Christian ministries, Youth Groups
7	Volunteers
	Develop job description for volunteers to assist with implementing the program into Churches and Christian ministries
8	Website
	Develop overall plan and concept
	Add testimonies from previous campaign
	Add campaign history and results
	Discuss concepts for a B2B website/Consumer website
	Develop resources for response site
	Have mini sites for different Regional areas to manage each page and communicate directly with their region
	Buy Domain names
9	Campaign Response
	Identify campaign responses
	Via Churches
	Via call centre
10	Advertising
	Set campaign brief
	Put brief out for tender to Advertising agencies
	Appoint Creative Agency

	Set advertising schedule & budget
	Modify existing media campaign / Create new
	Decide most cost effective way to promote the campaign
	Sign off promotional mix
	Sign off campaign creative
	Sign off advertising spend / book TVC and online media
11	Communications
	Appoint Communications agency or include position within Project Team
	Set Communications strategy with Project Team and Consultants
	Communications strategy to Churches, Christian & Cross Cultural ministries
	Communications to Non Christians during the campaign
	Identify PR opportunities
12	Merchandise / Resources
	Determine Merchandise/Resources to be created
	Source merchandising quotes
	Determine merchandising suppliers
	Develop merchandise projections
	Place final merchandise order
	Receive merchandise
	Fill merchandise orders
	Confirm JAAL resources
	Training for Mission
	New Christian response material
	Develop BS event ideas & Schedule
	Confirm BS events
	Select suitable resources for campaign demographics
	Write website content & resources
13	Identify Campaign partners to assist promoting the campaign on websites, newsletters and other communications
	Churches
	Christian Charities
	Christian Ministries
14	Social Media
	Create Social Media plan, Facebook, Twitter etc
	Utilise high profile Christian Leaders and Spokespeople on Social Media Sites
	Set schedule of topics
15	Confirm JAAL Launch
	Write invite for launch
	Organise guest list
	Email/post invitations
	prepare gift bags
	Source thank you gift for working groups
16	Reporting
	Develop Survey questions for working group, Churches, Public
	Run workshop with working group and gather group feedback
	Survey Churches who participated in the campaign
	Survey general public to gain understanding of campaign impact
	f/up Churches to gather testimonies
	Analysis of call centre response, website hits, number of Churches participated, amount of resources / merchandise distributed