



FIRST PRESBYTERIAN CHURCH

Creative Request Form (CRF)

Use this form to request marketing and communication support from the Creative Ministry Team (CMT) for an upcoming event or ministry activity. Please submit at least **eight (8) weeks** before the event date. Please print clearly.

A Submission Details

DATE SUBMITTED

TARGET EVENT DATE

MINISTRY AREA

SUBMITTED BY (NAME)

EMAIL ADDRESS

PHONE NUMBER

B Project Details

PROJECT TITLE

WHO – AUDIENCE / PARTICIPANTS

WHERE – LOCATION

WHEN – DATE(S) & TIME(S)

WHAT – BRIEF DESCRIPTION OF THE EVENT OR ACTIVITY

C The Why – Purpose & Goals

This is the most important section of the form. The CMT uses your answer to choose the right words, images, and channels – help us tell the story well.

TELL US WHY THIS MATTERS

Why does this event matter to our church? What is the desired outcome, and why should someone attend, give, serve, or participate?

D Suggested Text

Provide any specific wording you'd like used — a working title, key details, or a call to action. The CMT may edit for length, clarity, and consistency.

SUGGESTED COPY

E Target Communication Level

Not sure which level fits? The CMT will confirm the final level — just give us your best estimate.

- ☐ **Level One** — Mission-critical; impacts 100% of the church or is a key on-ramp to a ministry.
- ☐ **Level Two** — Ministry-specific; impacts less than 50% of the church.
- ☐ **Level Three** — Minor announcement; impacts less than 10% of the church.

F Requested Deliverables

Check all channels you're requesting. Final deliverables are confirmed by the CMT based on the assigned Communication Level.

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| ☐ Pulpit Announcement | ☐ Comment Video | ☐ Weekly E-Blast |
| ☐ Custom Email | ☐ Bulletin Insert | ☐ What's Happening Insert |
| ☐ Flyer | ☐ Narthex Poster | ☐ Standing Banner |
| ☐ Digital Signage | ☐ Social Media Post | ☐ Website — Events Page |
| ☐ The Willing Wall | ☐ Facebook Event | ☐ ACTS Newsletter |

G Submit Your Request

Submit online at www.firstpresfwb.org/creativerequests or return this hard-copy form to the church office. Requests must be received at least **eight (8) weeks** before the event date. Projects submitted after the deadline are not guaranteed marketing support from the CMT.

OFFICE USE ONLY

Date Received	CRF #	Assigned Level
Approver		POSTER