

BACKWARD TIMELINE

Write in your launch Sunday, then fill in the due dates working backward.



SERIES TITLE

LAUNCH SUNDAY

WEEKS LONG

MAIN PASSAGE

BIG IDEA IN ONE SENTENCE

WEEKS	TASK	DUE DATE	OWNER	DONE
12	Pastor shares title, big idea, passage and dates			☐
10	Creative brief sent to designer			☐
9	Main design approved			☐
8	Versions done, invite cards and banners ordered			☐
6	Invite cards handed out, every week until launch			☐
5	Video started			☐
3	Promotion begins, banners up			☐
2	Shareable invite sent to members			☐
1	Final slides and countdown posts			☐
0	Launch Sunday			☐

PRINT AND PIECES WE NEED

- | | | |
|---|--|---|
| ☐ Slides | ☐ Social graphics | ☐ Website banner |
| ☐ Invite cards | ☐ Lower thirds | ☐ Bumper video |
| ☐ Banner or sign | ☐ Small group guide | ☐ Kids take-home |