ENDUO MEDIA

FREE CHURCH RESOURCE

Church Plant Launch Checklist

Brand, print, signage, digital and guest experience, from six months out to the weeks after launch.

LAUNCH DATE _____

BACKUP DATE _____

NEXT BIG DAY _____

6+ MONTHS OUT — Brand and plan

- [ ] Final church name, logo and brand guide (vector logo files, fonts, colors)
- [ ] Kids ministry logo (youth can wait; kids usually can't)
- [ ] Photos and video of your space, from the road to the bathrooms
- [ ] Launch date and a backup, checked against school breaks and holidays
- [ ] Network requirements confirmed (countdown, events, connection card)
- [ ] Calendar mapped from launch to Easter, plus first sermon series

Lock the brand before any print design starts.

3 MONTHS OUT — Print and signage

- [ ] Signage plan made on Google Maps: where every flag, sign and banner goes
- [ ] Feather flags and road yard signs
- [ ] A-frame signs for the parking lot and entrance (24 x 36)
- [ ] Accessible parking signs
- [ ] Interior directional and wayfinding signs
- [ ] Retractable banner for the welcome area
- [ ] Fabric pop-up displays or backdrops
- [ ] Kids check-in signs and room signs
- [ ] Welcome or next steps table cover
- [ ] Volunteer badges or lanyards (in hand before rehearsals)
- [ ] Launch team shirts

Pick pieces one person could set up alone if someone doesn't show up.

NOTES

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6 WEEKS OUT — Invites and handouts

- [ ] Launch invite cards with date, time, address and a small map
- [ ] Connection cards on uncoated paper (keep them short)
- [ ] Welcome brochure (evergreen; no event dates)
- [ ] Launch team merch
- [ ] Profile picture and cover photos (launch version and service times version)
- [ ] Countdown graphics (5 to 10 days; share your values)
- [ ] Pre-service slides, giving slide and first sermon series graphics

Word of mouth is still the top way people find a new church. Give your people something to hand out.

LAUNCH WEEK — Setup and guest experience

- [ ] Full setup rehearsal, timed
- [ ] Preview services held (invite only)
- [ ] Route walked as a first-time guest: entrance, kids check-in, bathrooms
- [ ] Welcome table stocked: connection cards, pens, invite cards, "New here?" sign
- [ ] Something small for kids (stickers or a giveaway)
- [ ] Second cover photo ready to swap after launch

AFTER LAUNCH SUNDAY — Keep going

- [ ] First Sunday recap graphic posted
- [ ] Upcoming events post pinned, plus a printed events card
- [ ] Recap meeting scheduled for the week after launch
- [ ] Missing signs and fixes listed and submitted
- [ ] Next big push planned (Christmas for fall plants, Easter for January plants)

Preparing to launch also means preparing to exist. Plan for Sunday two, three and four.

Want help with your launch?

Every Enduo plan includes a creative director, creative meetings and print ordering. We'll help you plan every piece.

SCHEDULE A CALL

enduo.media/schedule-a-call

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