



Our reference-based approach to developing your communications...puts you in the director's chair.



Whether your church or parish consists of 100 people or 30,000, we have a capital campaign communications package just right for you!



Find the right communication level, budget-tailored for *your* church

Our capital campaign communications are designed to fit every church size, culture, and/or budget. For package and a la carte prices of design and/or printing, logo design information, product visuals, and much more, simply see the Product Lines (as briefly described below) that are downloadable from our site or found in our Resource folder.

DIY Line ...for churches with...

- ...a do-it-yourself, small budget.
- ...choose from 5 "theme backgrounds."
- ...full-color laser printer capabilities.
- ...very, very small print quantities.
- ...text layout/design skills within the church.

The Do-It-Yourself Line (**YOU** do the DESIGN-work...we deliver close-to-ready-files on a CD)

This package of nine core communication items is great for churches with small budgets and/or churches who need immediate turn-around **and can knock out the text layout themselves**. There are FIVE themed backgrounds to choose from, and these themes come imbedded in either MS Word or Adobe In-Design with fake text for easy word count and text reflow! This line is very suitable for a church secretary with little software skills (printing on an in-house device) ...or... suitable for a skilled designer who can wisely manipulate files in the latest Adobe software suite.



Xtra LIGHT-CUSTOM Line...for churches w/...

- ...200 households or less.
- ...a need for faster, pre-designed solutions.

For churches who want...

- ...to incorporate one of our 250+ backgrounds.
- ...mostly 1-color items to save costs.

4 Custom Lines (**WE** do the DESIGN-work with optional PRINTING services available)

Xtra-Light-Custom • Light-Custom Line • Semi-Custom Line • Fully Custom Line

Each **custom**-level has the same suggested communication package (two logo level options -and- several core communication items), but the ink colors and design customization complexity/options of each package **increases** from the Xtra-Light-Custom to Light-Custom to Semi-Custom to Fully-Custom. By using the same suggested communication package, our product line **level differences** are more easily understood. These custom-levels serve **only** as a benchmark for budgeting purposes, but virtually any type of communication item may be added, subtracted, or substituted to customize your order.

LIGHT-CUSTOM Line ...for churches with...

- ...a small to medium # of households.
- ...a need for faster, pre-designed solutions.

For churches who want...

- ...to incorporate one of our 250+ backgrounds.
- ...mostly 1-color items to save costs.

Each of the three **custom**-levels has pricing chart for DESIGN and PRINTING. We have shown printing prices in multiple-item printing format to show cost savings. **In each of our product line packages, you can add, subtract or swap items as well as upgrade inks at any time (extra fees may occur)**. So the options are infinite...but we offered the suggested package as a benchmark for budgeting purposes.

SEMI-CUSTOM Line ...for churches with...

- ...a medium to large # of households.
- ...a need for a semi-customized solution.

For churches who want...

- ...to incorporate one of our 250+ backgrounds.
- ...mostly 2-color items.

The Fully-Custom Line offers an up-front design development of an **original** Themed Background...in case you do **not** want to start from our base of more than 250 Themed Backgrounds! The Fully-Custom Line is a favorite among small to large churches who insist on a high-level of customization as well as more ownership in the creative development process.

FULLY-CUSTOM Line ..for churches with...

- ...a medium to mega # of households.
- ...a need for totally customized design layouts.

For churches who want

- ...a totally customized "theme background."
- ...mostly 2-color and full-color items.



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250+ Themed Backgrounds to Incorporate into Your Communication Design

www.catalystfaithworks.com/_contents/designThemes

We put you in the director's chair throughout our design process! With each of our communication packages, you get to choose one of our **250+ Themed Backgrounds** to be applied to the layouts of the letterhead, brochure, newsletters, etc. (original, *fully-custom* themed backgrounds can be developed as well). Once a themed background is selected/created, our designers will creatively add your custom campaign logo, photos and your provided text to every item in your communication package and email you the designs for review. Upon final approval, each item is sent off to press. Design packages can be ordered without printing services, but we charge a \$200 fee to work closely with your printer throughout the campaign.

Campaign Logo Design (Two Levels)

www.catalystfaithworks.com/campaigns.php

- **\$200 Pre-Designed Logo...** Choose from nine type designs for your campaign logo. We will then customize the chosen typography source with your campaign title and tag line if applicable.
- **\$500 Custom Logo...** Our 144 online logo references are provided for your team to explore/gather ideas and discuss design preferences to come to one unified direction. With your guidance, we will create 5-6 logo options to choose from (Acrobat PDF proofs will be sent to you via email).

Campaign Portfolio to View for Ideas on Your Communication Package Size, Style and More

www.catalystfaithworks.com/_contents/logoSamples

Other Resources to View on Our Home/Resource Page

- **Communication Items...** to see our A La Carte items for their name and shape.
- **Stock Photo Samples...** to view our collection of 1,110 photo samples by category. We also have access to millions of affordable images.
- **Our Printing...** for information on our turnkey printing services.

Check Out Our 3 Campaign Website Shells

www.catalystfaithworks.com/websiteTemps.php

Our brand new Campaign Website Shells can be easily viewed right from our HOME/RESOURCE PAGE. This is great for churches who incorporating online resources as another vehicle for effective communications. Click the icon options for our three HTML site templates that can incorporate any of our more than 250+ Themed Backgrounds to complement the church print materials. The html 7-page site shell files are FREE with any \$5,000 design order! (a \$1,000 value). We send your webmaster the html shell files and he/she populates the site... or, if you wish, we can help populate your site for a fee. We do NOT host any websites.

* \$5,000 minimum order is for Non-Web DESIGN services only. Does not include **printing** costs.



Video Production Services

www.catalystfaithworks.com/_contents/multimedia

Professional video is a valuable complement to your printed materials and inspires the heart! Catalyst Faithworks offers turn-key video, design and printing to give you a complete communications campaign that will be a catalyst to a more thriving stewardship culture. Leading our team, director of photography and producer **Jeff Duncan**, works for such clients as ABC, CBS, NBC, CNN, Discovery, History Channel and Chevron just to name a few. Clients of Catalyst Roadmaps will receive the same level of quality and professionalism that Jeff provides to his broadcast clients. With Jeff in the director's chair, your campaign video will communicate your campaign goals with a clarity and impact that will make a lasting impression. Our delivery options include a range of video formats. Call us today to discuss your video needs!



PROCESS FLOW CHART

INTRODUCTION

Church reviews and/or downloads CatFthwks' 4 Product Lines / Overview Sheet

Church reviews our online visual resources: 250+ Themed Backgrounds, Logos, Campaign Samples, and more

CONNECTION

Church and CatFthwks connect to discuss options relating to:

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

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

CHURCH DECISION

optional level 1

Church can ask for Estimate(s)

Church Leadership will meet and consider options / preferences...and whether or not to engage CatFthwks / Catalyst Print

ESTIMATING

CatFthwks

optional level 2

Church can commit to at least DESIGN services

Church contacts CatFthwks to give details of needs, wants & time-frame

CatFthwks provides an estimate for **Design Services** and *optional Print Services* ...broken out per each communctn. item

ENGAGEMENT

Church -&- CatFthwks / Cat.Print

optional level 3

Church can commit to Catalyst PRINTING services

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

Church provides CatFthwks with in-hand due dates for material deliveries

CatFthwks provides a Production Schedule with an item-by-item chart of deliverable dates to guide the church / CatFthwks

deposit INVOICES

CatFthwks -&- CPC

Church contacts CatFthwks to engage in **Print Services** ...possible edits made to estimate(s) ...final estimate sent

CatFthwks - and/or- Catalyst Print Communications provides church with 1/2 deposit invoice

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

Church processes and ships check to CatFthwks - and/or- Catalyst Print Communications to begin services

initial stages of DESIGN

CatFthwks

CatFthwks and church have **design preference confrc. call** to discuss: logo developmnt. -and- theme bckgrnd. direction

CatFthwks creates logo (and custom theme if necc.) -and- begins applying the final theme bkgnd. to all communctn. items

CatFthwks sends rounds of proofs to church to get logo and themed bkgnd. application approval (*per production schedule*)

TEXT WRITTEN & APPROVED

Church -and/or- CatFthwks

- option -

Church writes text to fit word count...gathers photos/renderings...gets leadership approval...and sends out (*per prodctn. schedule*)

CatFthwks Copywriter writes text for provided word count/layout...gets leadership approval...and sends out (*per prodctn. schedule*)

text approved/sent for FINAL LAYOUTS

Church -&- CatFthwks

CatFthwks lays out text & images into each communctn. item...and sends a proof for each item as it is due (*per prodctn. schedule*)

Church edits/alters/approves each item...via hand-signed fax with exact proof no./name (*per production schedule*)

PRINTING

Cat.Print

CatFthwks uploads files to press (to Catalyst Print Communications -or- to the church's printing vendor of choice)

Catalyst Print Communications (if chosen) provides: online digital -or- hard-copy proof...for approval (*per prodctn. schedule*)

Catalyst Print Communications (if chosen) prints each proof-approved item per agreed-upon specs. (*per prodctn. schedule*)

Catalyst Print Communications (if chosen) ships each item per delivery date and chosen shipping method (*per prodctn. schedule*)

Church (if CPC is chosen) receives each item per agreed-upon time-frame (*per prodctn. schedule*)

balance INVOICES

CatFthwks -&- Cat.Print

CatFthwks - and/or- Catalyst Print Communications provides church with final balance invoice

DESIGN/LAYOUT STAGE