

# Launch

## GUIDE FOR



### 3 STEPS

to a successful launch

1

#### PICK A TIME TO LAUNCH

Choose a launch date where the calendar is clear and your pastor will be free to make the big announcement.

2

#### GET YOUR FREE LAUNCH MATERIALS

We'll send you everything you need to make your Amplify launch a success.

3

#### ANNOUNCE AMPLIFY

On the big day, unveil Amplify to your congregation and communicate what they need to get started!

## Keys TO A GREAT LAUNCH



Let church and group leaders know the announcement is coming ahead of time



Announce across email and social media platforms



Position Amplify as a new tool the congregation will be using together to grow deeper in faith



Highlight the mobile functionality and thousands of resources now available

## Questions?

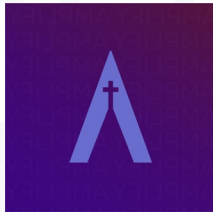
Our team is here to help:  
**SUPPORT@AMPLIFYMEDIA.COM**  
**800.672.1789 (SELECT OPTION #4)**

# Launch TOOLS

Get ready to change the way your church does multimedia! We want your congregation to be as excited as you are about Amplify, so we've provided you with some free resources to let people know about all the ways your church will be using Amplify to explore their faith. We'll send you both print and digital resources, so you can spread the word from living rooms all the way to the pulpit.

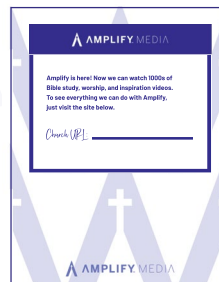
## 1 SOCIAL GRAPHICS

Utilize clean, attractive Amplify posts on all of your social media for your community to engage with and share.



## 3 POSTERS

Once you've launched Amplify, these posters make a great reminder and serve as a great reference for critical sign up information.



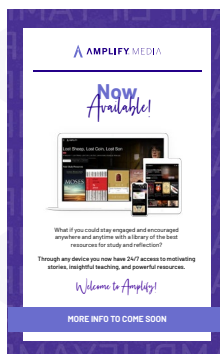
## 5 EMAIL CONTENT

You know your church best, so we'll provide some sample language to help you customize your message for your congregation and community.



## 2 BULLETIN INSERT

This insert is the perfect way to announce Amplify and share your custom website link to your church members and visitors all at once.



## 4 ANNOUNCEMENT SLIDES

Our customizable announcement slides will help you communicate key information when you make the big announcement.

