



CREATIVE HANDBOOK

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CREATIVE LEADERSHIP INTRODUCTION



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Executive Director

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Welcome to the Creative Team!

Hi! My name is Val, and I help oversee the Creative team at Home Church! I grew up in a Christian home and accepted the Lord when I was young, but I didn't truly surrender to Him until I was 17. I am passionate about seeing people use their giftings to share the gospel. I love that the Creative team captures the mission of Home Church in a creative, tangible, story-telling way.

I have been married to my husband, Chaz, since July 2019. We launched Home Church in September 2021 after God gave us an overwhelming heart for Xenia and a vision to see this city experience the life change Christ offers. Since then, we have been blessed with three kids; Amos, Bethel, and Eden. Other than being a mom, there is no greater joy than serving God's church and loving His people.

If you have any questions, please feel free to contact me! I am so excited to serve the Lord together. Let's go create!



CREATIVE VISION

Home Church Mission: We exist to help people Encounter Christ, Experience Life-Change, Embrace Community, and Engage in Calling.

Goal of Creative Team: We aim to capture the mission of Home Church and share it visually in a creative, tangible, story-telling way.

Creative Team Members are passionate about the mission of Home Church and finding ways to share the mission creatively. The Creative Team is always looking for new trends, while not compromising the brand of Home Church. The Creative Team focuses on quality and not quantity. The Creative Team is flexible and collaborative on ideas.

I believe the Creative Team is essential to the church because we capture the mission of Home Church and share it in a story-telling way. Our job is to take the church beyond the four walls and share the gospel with people all over the world. If we can reach even just one person by the pictures we take, the videos we shoot, or the graphics we create, that is a heavenly win.



ONBOARDING PROCESS

Step One - Attend Home Track

Attend Home Track to discover your purpose and live the life God created for you. Connect with Home Church and understand the mission and vision of the church. Learn more about our outreach and missions, church government, and leadership. Discover your unique gifts and passions through a personality assessment and spiritual gifts test. You can sign up to attend Home Track [HERE](#).

Step Two - Join the Home Team

Dig deeper into the results of your personality assessment and spiritual gifts test. Discover the values and culture of Home Church. Learn how you can utilize your gifts on the Home Team to serve others. If you have attended Home Track and are ready to join the Home Team, you can complete the "Join the Home Team" [HERE](#).

Step Three - Schedule an Onboarding Meeting and Share your Serving Preferences

You should receive two follow-up emails within 48 hours of completing the Join the Home Team form. Respond to each of these emails to share your serving preferences and schedule an onboarding meeting.

Step Four - Complete Onboarding Meeting

Complete the Onboarding Meeting to get familiar with Planning Center, the layout of the facility, get your picture taken, and meet the Directors.

Step Five - Connect with your Team

After you have had your initial onboarding meeting, your Director will reach out within 48 hours to set a time to go over team specific details such as the Handbook, agreeing to the Leadership Honor Code, and any other team specific information or questions!

Step Six - Complete a Background Check

You will receive an email from "Checkr" that requests your permission for Home Church to complete a Background Check. This will be free of cost to you and completely digital.

Step Seven - Start Serving

Confirm an invitation via the Services through Planning Center to shadow your preferred serving areas. This provides you with an opportunity to connect with other members of the team, gain hands-on experience alongside another team member, and ask questions as you serve. After the shadow experience you are ready to serve!



SCREENING PROCEDURES

Background Check

All photographers and videographers serving on the Creative team must be background checked.

Disqualification Policies

All individuals shall be disqualified from positions working with children if they have ever committed any of the following:

- All Sex Offenses – child molestation, rape, sexual assault, sexual battery, sodomy, prostitution, solicitation, indecent exposure, etc.
- All Felony Violence – murder, manslaughter, aggravated assault, kidnapping, robbery, aggravated burglary, etc.
- All Felony Offenses other than Violence or Sex – drug offenses, theft, embezzlement, fraud, child endangerment, etc.

Individuals may be disqualified from working with children if they have been convicted of the following within the past 5 years:

- All Misdemeanor Violence – simple assault, battery, domestic violence, hit & run.
- All Misdemeanor Drug and Alcohol Offenses - driving under the influence, simple drug possession, drunk and disorderly conduct, public intoxication, possession of drug paraphernalia.
- All other Misdemeanor Offenses that would be considered a potential danger to children – contributing to the delinquency of a minor, providing alcohol to a minor, and theft if the person is handling money.

Leadership Honor Code

All people serving will commit to the following Leadership:

As an essential part of the Home Team, you have a responsibility to develop and exhibit mature Christian behavior. This should be the basic premise of your desire to participate in a servant-leader position here at Home Church. While serving the Body of Christ as a servant-leader at Home Church, you pledge to present a good appearance at all times. In both attire and behavior, you should strive to demonstrate biblical standards in all situations. As Christians, the way we present ourselves to others is of vital importance to the way others perceive Christ. Our conduct should never be an embarrassment to Christ but should exemplify the best qualities of a mature believer and servant-leader. Exemplifying the highest moral commitment, Home Church leaders are to maintain a disciplined lifestyle of Bible reading, prayer, and fasting, as well as abstaining from any behavior which might cause Christ to grieve and others to stumble. By providing an example in speech and action, we encourage others to grow in Christ and become servant-leaders themselves. This is a way of life measured by the heart and commitment of each



leader in the Home Church family. We regard a disciplined lifestyle as an essential part of our development, not as an imposition or restriction.

CREATIVE SERVING OPPORTUNITIES

Content Creating

Photography

- What to bring with you: Camera, full battery, any accessories you may need (gimbal, tripod, etc.)
- Photographers take photos on Sundays and at events.
- The Creative Director will supply the SD on Sundays before Team Rally. This should be given back to the Creative Director 15 minutes after service.
- Photographers will take photos beginning at Team Rally. Photographers are encouraged to take photos during worship, the sermon, service in the Next Gen hallway, and after service.
- Photographers will be encouraged to serve during the 8:30 or 10:00 AM service. This will allow our Editing team to go through content during the 11:30 AM service.

Videography

- What to bring with you: Camera, full battery, any accessories you may need (gimbal, tripod, etc.)
- Videographers take videos on Sundays and at events.
- The Creative Director will supply the SD on Sundays before Team Rally. This should be given back to the Creative Director 15 minutes after service.
- Videographers will take videos beginning at Team Rally. Videographers are encouraged to take photos during worship, the sermon, service in the Next Gen hallway, and after service.
- Videographers will be encouraged to serve during the 8:30 or 10:00 AM service. This will allow our Editing team to go through content during the 11:30 AM service.

Social Media

- Social Media Team Members will serve on Sunday and during the week.
- Serving opportunities include shooting and posting stories during service, creating reels, and reposting stories. Collaboration on reels and posts will be done during the week.

Editing

- Editing Team Members will serve on Sunday and during the week.



- Serving opportunities include editing photos, videos, reels, and sermon videos.
- Editing Team Members will have access to Lightroom to color edit photos and videos with the “Home Church” preset, Capcut to edit videos and reels, and be trained in how to edit a sermon video.
- Editors will have the opportunity to be trained and work together during the 11:30 AM service in the multipurpose room (access will be given through the side door of the church).

Marketing

Creative Writing

- Creative Writing Members will help write captions for social media, blogs/articles, website pages, ads, Google posts, and more.
- Creative Writing Members will be continually trained in “Home Church verbiage” and will get vision from the Creative Director on what to write.
- Creative Writing Members will serve during the week.

Marketing Strategies

- Team Members interested in providing Marketing Strategies will not be scheduled, but will be open to communication with the Creative Director and provide suggestions and insight on different marketing strategies based off church analytics.

Livestream Chat

- Livestream Team Members will be in charge of engaging and monitoring the Livestream Chat.
- Team Members will serve during the 10:00 AM service in the sound booth.
- Team Members will start the stream, send in some predetermined chats (based off announcements), and engage in comments. Team Members will be trained in “Home Church verbiage”.
- Livestream Members will also be in charge of adding the sermon slides onto the stream (this is just a simple button click!).

Graphic Design

Social Media, Physical Items, and Merch Graphics will be on a project-by-project basis.

Social Media Graphics

- Social Media Graphics will include designing stories and posts.

Physical Items

- Designing physical items such as flyers, invite cards, Home Kids items, certificates, and Home Church branded items.

Merch



- Designing items such as clothes, notebooks, mugs, hats, and stickers.

ProPresenter

- ProPresenter Members will serve Sunday mornings at 7:00 AM. Team Members will use Pastor Chaz's sermon outline and follow the ProPresenter guidelines to make the sermon slides. (ProPresenter Guidelines are on page 17)
- Slides will need to be completed and ready to go by 8:00 AM.

Events

Ideas

- Team Members interested in Event ideas will collaborate on ideas for photo booths, treats, and "Wow"s, for Easter, Christmas, Mother's Day, Father's Day, Home Church's Anniversary, and other Special Sundays.

Setup

- Team Members interested in Setup will help set up photo booths, tables for treats, and any other decor. Team Members will be asked to serve typically the week before the Special Sunday and on the Sunday of the Event.

Serve

- Team Members interested in serving for Events will help with serving treats, providing direction to guests, and helping with tear down.



SERVICE PROCEDURES

Arrival

All areas must be ready and in their serving position after Team Rally. Team members must print their name tags prior to Team Rally and wear them while they serve. If you need to set your stuff down, get a snack, go to the bathroom, etc., try to do that before Team Rally. Once Team Rally ends, it's go time!

After Team Rally ends, meet with the Creative Director (CD) for a Team Huddle in the Team Pantry room (located in the Worship Center) . At Team Huddle, the CD will go over what needs to be captured during service (specific shots, reels, headshots, etc.), and you will also receive an SD Card. Once Team Huddle is over, it's time to capture Sunday! You may begin to walk around the church and capture specific shots given by the CD and shots that align with the mission.

8:30 AM

Team members serving at the 8:30 AM service will **arrive at 8:00 AM** in the lobby for Team Rally.

10:00 AM

Team members serving at the 10:00 AM service will **arrive at 9:30 AM** in the back parking lot for Team Rally.

11:30 AM

Team members serving at the 11:30 AM service will **arrive at 11:00 AM** in the back parking lot for Team Rally.

Departure

Home Church photographers/videographers will end capturing 15 minutes after their scheduled service time ends. After capturing is complete, return the SD card to the CD. Content will be edited by the CD unless you have expressed interest in editing and have been trained.

Scheduling

All Creative team members are welcome to set their own scheduling preferences, including service times, positions, and frequency. You can update your serving preferences through Planning Center. [HERE](#) is guidance on setting your serving preferences.

The CD may ask you to serve specific services depending on what is happening that Sunday (baptisms, child dedications, events, etc.).



Communication

We have two main means of communication that we utilize for Home Team members: Planning Center and GroupMe.

Planning Center Services

- Emails are sent to share serving invitations, arrival times, and reminders.
- Notifications from Services are shared through the app if you have it downloaded.

GroupMe

- Team chats are used to share team-wide announcements and updates.
- Team chats provide a way for team members to connect with one another.
- Team chats are a great place to see if other team members can swap serving dates or times with you if your original schedule does not work.



CREATIVE SERVING GUIDELINES

Content Creating

How does what I capture apply to the mission statement?

Encounter Christ - Sunday Service

Getting shots of people praying, worship, preaching, Next Gen service, baptism, child dedication, etc. all show how we encounter Christ at church.

Experience Life-Change - Home Base, Home Groups

Home Base and Home Groups are a great way to build community. Getting shots of people engaged in Home Base / Home Groups shows how life change can be experienced. Home Groups and Home Base are on alternating schedules throughout the year. Home Groups happen in the fall and spring. Home Base happens in the summer and winter. Photos and videos of Home Groups and Home Base will happen a couple of times during the year for promotional purposes, and details will be provided for time and location by the Creative Director.

Embrace Community - Home Track

By going through Home Track, people are taking the next step and embracing community. Home Track happens on the first Sunday of every month following the 2nd service in the Home Kids room. Photos and videos of Home Track will be taken a couple of times a year for promotional purposes.

Engage in Calling - Home Team

By serving on the Home Team, we are using our God-given gifts to serve Christ and to serve Xenia. Getting shots of people serving to show how people engage in their calling.

Questions we should ask before capturing

- How is what I am capturing sharing the mission of Home Church?
- Does this fit the “Home Church” brand?
- What do we want the guest/viewer to receive from this?

Where can I get content?

Outside: From the parking lot, to the back lot, and anywhere in between.

Inside: Lobby, Worship Center, Team Pantry, Sound Booth, Kids’ Rooms.

What am I getting content of?

Home Team members serving, guest experience, worship, preaching, Next Gen services, praying, “interactions” (people hugging, talking, smiling, etc.), WOWs, baptism, child dedication, Home Track, Home Base, Home Groups, events.



Photo/Video Shots

- “Abraham, Isaac, Jacob” - We want to make sure we are capturing all generations. Don’t limit yourself to just young people. We want to embrace our multi-generational church.
- Diversity - we want different ages, races, and genders to see themselves at Home Church.
- Clear, focused images.
- Can be candid or posed.
- Be intentional
 - Have a focal point!
 - No open spaces (empty parking lot, empty worship center, etc.).
 - Faces are preferred! Try not to get a ton of people’s backs/backs of heads.
- No flash.
- Shoot mainly vertically unless otherwise noted by CD.
- No shot is more important than someone’s moment with God.
- Team members are not allowed to personally distribute photos that they take - they may not post for personal promotion.

Engagement

- Social media is the front door to the church before they reach the front door.
- Respond within 24 hours as much as possible.
- Be mindful of the church calendar - hours before a service or event.
- Move comments to a private message - this shows others who view the post that you take care of people.
 - “Hey, we just sent you a private message. We would love to connect with you.”
- Negative comments should be deleted from the account. You can restrict accounts if you don't want to delete them (it will still appear for them but no one else).
- Every comment doesn’t need a response but you should engage with a few as soon as something is posted.

Standard Socials Workflow

- Attend service, hear the message, take notes, and see what stands out.
- Use that info to create content throughout the week.
- Posts throughout the week need to bring people back to the message on Sunday.
- Schedule
 - Sunday - Service Recap



- Monday - Sermon Video Clip
- Tuesday - Thursday - Calendar and community-based posts
- Friday - Invite to Sunday
- The goal is to post Sunday - Friday
- Work to have cohesion (think about colors in graphics).
 - Excellence creates comfort.

Final Filters

- If someone only saw this post, would it represent Jesus, your church, and your pastor well?
- You can always edit a caption or archive a post at any time or remove one photo from a swipe post.

Marketing

Captions

- ALWAYS use Grammarly.
- Gender-neutral terms unless the event is specifically geared towards a specific gender.
- Sometimes simpler is better.
- Encourage engagement
 - “Tag a friend who you want to hear this”
 - “Drop a heart if you loved the message from this week”

Emojis

- All yellow-tone emojis to be all-inclusive.

Tools

- Planning - Google Doc (Monthly Breakdown + SM Schedule)
- Team Communication - GroupMe
- Project Management - Asana
- Social Media Management - Meta Business Suite

Types of Posts

- Spiritual Practice (Bible verse, Prayer, Sermon quote, Sermon Reel, Song lyric, etc.)
- Our Story (Mission, Vision, Value, Home Team/ Team Member highlight, Worship, Events, Anything that is specific to Home Church)
- Meaningful Engagement (Drop an “emoji” if you serve on the __ team, Tag a friend you want to see at church, etc.)
- Promo
- Invitation



Posting Rules

- 50% Rule - If a post does not apply to more than 50% of our congregation, it does not warrant a social media post.
- 1 in 5 Rule- No more than 20% of social media posts should be promotional in nature.

Verbiage Do's and Don'ts

Do's

Locations

- Parking Lot, Front Porch, Lobby, Worship Center, Comfort Corner, Sound Booth, Home Team Pantry Room, Kids Hallway, Kids Check-In, Home Kids Room, Home Buddies Room, Connect Table

Teams (Broad and Specific):

- Home Team, Home Team Members, **Next Gen, Guest Experience, First Impressions, Worship, Next Steps, Prayer, Creative, Crew, Care, Outreach, Safety**, Photography, Videography, Coffee, Connect, Front Door Greeter, Home Kids, Kids Check-In, Hall Monitor, Home Buddies, Home Babies, Altar Prayer, Service Host, ProPresenter, Audio, Sidewalk Greeters, Parking Lot

Next Steps

- Home Track, Home Base, Home Group(s), Baptism, Child Dedication, Connect Card, Connect, Home Group Leader Training, Foundations

Home Youth

- Home Youth

Leadership

- Lead Pastor, Elders, Directors, Team Leads, Guest Speaker

Culture words and phrases

- Home, Family, Culture, Community, Giving, Bring (Not Invite), "One Day", "Do life together", "Life is better together", "It's more than being friendly, it's about making friends", "See you Sunday", "Welcome Home", "Let's Connect", "Join us ___", Baptism Sunday, Encounter Christ, Experience Life Change, Embrace Community, Engage in Calling, Serving

Sunday Service Specifics:

- Sermon series, Announcements

Don'ts

- Home Family, Fam, Sanctuary, Volunteers, Senior Pastor, Church family, Offering, Invite, Baby Dedication



Graphics

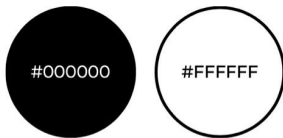
Fonts

- In general, we use the Montserrat family. Anything physical will use Montserrat unless a theme is involved.
- Different fonts will need to be approved by the Creative Director.
- If using a "cursive" font, try to stay away from fonts that look "feminine" or "loopy". Typically, we use sans serif fonts if not using Montserrat.
- When using the word "Home" for things like Home Groups, Home Base, Home Track, Home Team, etc.. We ALWAYS use the font *Bayshore* for the word "Home" and *Montserrat Classic* for the other word.

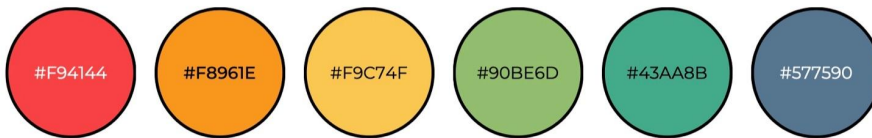


- Make sure the word underneath goes from the "O" to the end of the "E". For shorter words like "Team" and "Base" expand your letter spacing.

Colors



Primary Colors



Home Kids

- We stick to black, white, neutrals that lean more gray or our Home Kids colors. Other colors may be used after the Creative Director approves. Colors may also vary on the theme.

Announcement Slides

- Announcement slides will need to be seen by the whole Worship Center and people watching online. Make sure your text is large enough for people to see.
- Announcements are planned out in advance, check the Google Doc named "Monthly Breakdown" to see what will be announced on Sunday.
- All announcements are sent to the Worship + Production Director, Lincoln, at lincoln@myhomechurch.live or saved to the "ProPresenter" folder in Canva.



Logos

Verbiage

"Logo"



"Icon"



When to use a logo?

- Anything that is Home Church branded will have the logo attached to the design. Ex. Announcement slides, merch, signage.
- Generally, whichever logo looks best with the design is the one that will be used. However, most designs will use the "Home Church" logo.
- We use the logo for all slides. (If an announcement slide is "wordy", the icon can be used.)
- The icon can be used for merch and signage.

Where does the logo go?

- For announcements and SM posts: bottom right-hand corner.
- For merch: Either the left chest "pocket" area or the center back of the shirt near the neck area.
- For signage (parking lot signs and a-frame signs): Centered on the bottom.

Overall Feel

- Words I would use to describe our vibe: Modern, Trendy, Clean.
- Stay away from designs that look: Dated, Clip-Arty, "Cutesy"/Feminine.



ProPresenter Guidelines

ProPresenter Software

- To download, click this link and create a free account: [ProPresenter](#)
- To begin making the sermon slides, click “File”, “New Presentation”
- Add all backgrounds (provided by Kendra or in Canva)
- Title page is first slide (Insert the sermon graphic)
- If a slide does not have a “Point”, then use solid background with logo in the bottom right corner
- When you have completed the sermon slides, click “File”, “Export”, “Presentation Bundle”. If at the church, you can AirDrop the bundle to “Home Church Mac Mini (2)”,
- If not at the church or unable to AirDrop, email to homechurchxenia@gmail.com

All text

- Font: Helvetica Neue
- Font Size: 42
- Text should be centered (Exception: “Titles/Points”)
- Underline words according to PC’s notes
- Always capitalize God, He, His, Him, Bible, Holy Spirit

Titles

- Points: 1. 2. 3.
- Subpoints: a. b. C. (unless specified otherwise on PC’s notes)
- Capitalize the first letter of each word for points and subpoints
 - ◆ Exceptions include articles, prepositions, and conjunctions (“a”, “and”, “the”, “in”, “on”, “by”, “with”, “of”, “or” “but”) unless it’s the beginning of the title
- Bold points and subpoints
- Points location: Top left with a box or oval around it
- Subpoints location: Middle of text box



Example:

1. Point Number One

a. Subpoint A Goes Here

Text goes here. Center all text. Include correct punctuation.
Text goes here. Center all text. Include correct punctuation.
Text goes here. Center all text. Include correct punctuation.
Text goes here. Center all text. Include correct punctuation.

Home
CHURCH

Bible Verses

- Reference should be bolded
- Space out the reference underneath the verse (Click “enter” twice)
- Only include quotation marks if there is someone speaking in the verse
- Include the translation
 - ◆ Example: Matthew 1:1 (ESV)



Example:

2. Point Number Two

For God so loved the world, that he gave his only begotten Son,
that whosoever believeth in him should not perish, but have
everlasting life.

John 3:16

In the same way, after the supper he took the cup, saying, “This cup
is the new covenant in my blood, which is poured out for you.”

Luke 22:20

Home
CHURCH

Quotes

- Quotes should be in quotation marks
- Authors should be *italicized*
- Space out the author’s name underneath the quote (Click “enter” twice)



Example:

3. Point Number Three

a. Subpoint A Goes Here

“Sin is what you do when your heart is not satisfied with God.”

John Piper



Bullet Points

- Use this style of bullet point
- Make the spacing between the bullet point and the text 25pts

PC's Notes

- Solid lines indicate a slide break
- Dotted lines indicate a build

To add a build

- Click on the text you want to build
- Click on “build” in the top right corner of ProPresenter
- Select “cut”
- Delivery: By bullet
- Make sure each text that needs a build is in it's own text box



ProPresenter

Search Text Theme Show Edit Reflow Bible More ProContent Media Audience Stage Default Live

Heart for Home

Group

1. 21

2. 1. But God spoke

3. And God spoke all these words: "I am the LORD your God, who brought you out of Egypt, out of the land of slavery. You shall have no other gods before me."

4. Exodus 20:1-3

But seek first the kingdom of God and his righteousness, and all these things will be added to you.

Matthew 6:33

Home CHURCH

Build

Build In

Cut Change

Delivery

By Bullet

Build From 1: And God spoke all these wo...

Build Out Add Build...

Build Order

1 And God spoke all these words: "I... In: Cut

Start On Click Delay 0 s

Slide Notes Show

X: 1089 Y: 510 W: 1620 H: 359

38%

