



# Checklist and countdown calendar

## Getting started

Pick a date to host the series or program.

Determine how many people are to participate.

Letter of Intent signed 30-60 days before Purchase Contract.

Additional staff attend FreedUp webinars as needed.

Review Resource Kit and plan FreedUp program launch assets.

Core Leadership Team goes through the FreedUp program.

Sign Purchase Contract for FreedUp.

## 60+ days prior to launch

Schedule Teaching Series and program launch.

## 40 days prior to launch

Confirm additional resources, consult/activity to contract with FreedUp.

Develop teaching materials.

Confirm support program via email to FreedUp customer service.

Confirm payment structure for church users.

Develop a plan for participant information and any marketing tools needed.

Edit Staff Training presentation for your All Staff meeting 30 days prior to launch.

Determine group structure and launch internally.

## 30 days prior to launch

Develop and execute marketing materials.

All Staff meeting to launch FreedUp internally and educate.

Need help?

contact us:

[info@getfreedup.com](mailto:info@getfreedup.com)



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## 15 days prior to launch

- Coordinate timing and coupon code structure with FreedUp.
- Launch Groups and start to get people to join small groups.
- Copies of workbook and FAQ to staff, prepare welcome desk.
- Print or test all in-room display options.
- Have any props produced.
- Create page on your website with coupon code and series info.
- Send email to community previewing series, with instructions on how to get the App ahead of time. Point to your website with the coupon code.

## 7 days prior to launch

- Email to community reminding with instructions on how to get the App. Point to your website with the coupon code, **now is the time to order so workbooks arrive at the start.**
- Corner signs/outdoor LEDs added the Sunday evening of the previous week's service.
- Social media begins to post about the series launch.

## Launch teaching & program

- Drive to website for code and sign ups in service.
- Create daily social media posts.
- Send weekly emails.
- Review analytics with FreedUp for sign-ups and engagement.

## Launch follow-up and support

- Follow-up with participants, track ongoing engagement.
- Develop year-over-year program.

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