

### **Four projects + mission focus**

- HVAC
  - Led by Jim McCarthy
- Chapel Refresh
  - Led by Martha Henderson
- Solar Power
  - Led by Rob Striker & Michelle Howe
- Youth engagement - stretch
  - Led by Dave Nelson, Jim McCarthy, & Cindy Melrose
- Additionally 1/3 of all funds raised going directly to mission initiatives
  - Being considered: Mendota School, CILC, Africa Medical Mission, Fairhaven

### **3 videos**

- **Video 1 (HVAC/Chapel): Kids Explaining Needs**
  - Vibe/aesthetic: Light-hearted, fun
  - Concept: Children (ages 4+, diverse) read scripts about complex topics like HVAC and the Chapel Refresh, reminding viewers of the mission component of this campaign
  - Rationale: An unexpected, memorable, and adorable approach that reinforces CPC's focus on children.
  - Action: Upon approval, Carter to work with Cindy (Family Director) to recruit a diverse group of kids and work with parents on scheduling
- **Video 2 (Mission Impact): Long-Time Members**
  - Vibe/aesthetic: Inspiring, aspirational
  - Concept: Doug Madsen and Norma Madsen discuss mission impact (e.g., Rwanda trips). Dora to suggest additional interviewees
  - Rationale: This highlights the deep, long-standing commitment to mission across all generations.
- **Video 3 (Future): Sustainability & Youth**
  - Vibe/aesthetic: Inspiring yet specifics focused
  - Concept: Focus on solar power and the youth stretch goal.
  - Speakers: Rob and Michelle (staff) or young adults (via James).
  - Key Theme: Emphasize "sustainability" to appeal to younger members.

### **References (examples of videos similar to what we're trying to do):**

- [Common Grace rebuild](#)

### **DELIVERABLES**

Carter Designs to deliver:

- Three videos done in agreed upon framework (see above)

- One rough draft for notes delivered with one week turnaround for feedback/edits
- Final videos delivered by April 17
- Production of on location interviews scheduled in coordination with CPC, interview subject prep ahead of time via email, b-roll filming on location

CPC to deliver:

- Campaign logos and branding
- Feedback & guidance on video purpose, storytelling narratives, overall direction
- Recruitment of interview subjects & connecting subjects to Carter Designs for prep & scheduling
- 50% payment up front/50% payment upon delivery (already agreed to and in process)

### **TIMELINE**

- As late as April 7-8, first drafts video sent to CPC
  - Notes/revisions due from CPC one week later
- April 17, 2026: Final videos due.
- April 26, May 3, May 10: Videos shown in services.
- Mid-March: Filming begins.