













Policy Guide
V.2 2024

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This guide is subject to change and will be re-released with each update. We will reference this guide in the project window when necessary.



Introduction

Welcome to V2 of our Policy Guide!

In January, 2024, we officially turned three years old. It's been an incredible journey with many ups and downs. Thank you so much for being a part of the Move family. We're so blessed to have you 🙌

Over the past three years, here are some things we've accomplished:

- 10 amazing creatives and project managers have served with us. We've been so honoured to have each of them.
- We've produced over 15,000 deliverables.
- As a team, we've consumed approximately 5,280 cups of coffee.
- In return, we've given away approximately \$4000 in Starbucks cards.
- Let's not mention the energy drinks.
- We've gathered in the same country once! We gave our American's a nice taste of Canadian winter.
- We've prayed for our churches daily. Yes, you.
- We've had about 1,200 facetime calls.
- We've sent around 60,000 Slack messages.
- We've visited several client churches in person, but you'd never know 😎

You already knew this information from V1, but we hope you had fun reading it all again 🙌

With all that said, we've revised V1 of our Policy Guide and have made adjustments that will let us work more effectively, make the most of our service, and allow our team to serve you at their best.

Never forget, we love you!

Operating Schedule

Our operating schedule is now divided into two distinctions for both our creative team and our project management team.

Our Creative team is...

Our PM team is...

Working on Projects:
9-5 CST, Mon-Fri

Managing Projects:
8-4 CST, Mon-Fri

**Available for
Communication
(Unless urgent):
9:30-4:30 CST, Mon-Fri**

**Available for
Communication
(Unless urgent):
8:30-3:30 CST, Mon-Fri**

Important Notes:

- Projects submitted outside of our operating hours count as being submitted on the following business day.
- Projects submitted within the final 2 hours of a business day may require an extra day, depending on the nature of the project.
- Preview files can be shared anytime during our operating hours. Preview files are not always delivered in the morning, especially during busy seasons.

Communication:

- To maximize effective communication, please communicate well within our communication hours if at all possible.
- Haven't hear back from us? This is always unintentional. Feel free to follow up whenever you like by sending us a message or email.
- Messages sent after hours will not be seen until the next business day.

Plan Updates and Request Limits (New)

Still unlimited, but not for every subscription level.

As we communicated in V1, our plans and prices have changed as of March 11, 2024. This was a necessary step for us moving forward.

These changes include new request limits on our “Move” tier (formerly “Unlimited”), as well as the reintroduction of our “Shift” plans, (formerly “Basic”).

Our Media Team (now “Move+”) and our Creative Director packages remain unchanged and truly unlimited.

Important Note:

- Your new billing amount will be reflected on your following renewal date (after March 11, 2024).
- You may see a small charge on March 11. This is a prorated amount in accordance with your new monthly subscription cost.
- Additional discounts have been implemented for clients who choose quarterly billing.

Plan Updates and Request Limits (New)

Was “Basic” - Is now “Shift”

- A range of plans that include graphics, video, and a combination of both.
- 1-2 active projects at a time.
- Affordable billing for those who may not require a higher subscription level.

“Shift” (Single Campus) Updated Pricing:

Shift Graphics:
\$399/mo

Shift Video:
\$499/mo

Shift Graphics + Video:
\$649/mo

Was “Media Team” - Is now “Move+”

- Our flagship creative service including every service we offer.
- Truly Unlimited requests and revisions.

“Move+” Pricing:

Move+:
\$2099/mo

Move+ Multisite:
\$100/mo per additional campus

Plan Updates and Request Limits (New)

Was “Unlimited” - Is now “Move”

- This tier includes our former “Unlimited Graphics,” “Unlimited Video,” and “Unlimited Combo” plans.
- New project limits:
 - **“Move” Graphics:** One project due per day, up to 20 projects per month
 - **“Move” Video:** One project due per day, up to 10 projects per month
 - **“Move” Combo:** 1-2 projects due per day, up to 25 projects per month

“Move” (Single Campus) Updated Pricing:

Move Graphics:	Move Video:	Move Graphics + Video:
\$649/mo	\$999/mo	\$1499/mo

“Move” (Multisite) Updated Pricing:

Move Graphics:	Move Video:	Move Graphics + Video:
\$799/mo	\$1199/mo	\$1699/mo

“Creative Director”

- No changes to offering (www.movechurchmedia.com/creativedirector)

“Creative Director” Pricing:

Creative Director:	Creative Director Multisite:
\$3299/mo	\$300/mo per additional campus



Understanding Turnaround Times

The demands of ministry and content creation are high. The balance can be tough to manage. We realize that when a ministry wants their material, they often want it yesterday.

Our first value at move is *Mission*, but it's important to note that our second value is *Excellence*. We are committed to delivering the best product possible, as quickly as possible. However, creative work simply takes time, especially when done with excellence.

In this guide, we'll go over some common project types as well as our new *minimum turnaround times*.

Please note that this is a generalization, and individual turnaround times will be decided at the Project Manager's discretion, case-by-case.

Important Notes:

- Previews and final files are not supported on a same-day basis unless minimal or urgent. Please see the following guide to better understand their relationship.
- Projects will not be counted as submitted until all requirements are met according to [this guide](#).
- If a video project includes elements that hinge on design approval (sermon bumpers for example), the video turnaround will begin after the graphic is approved and ready to implement.
- If you have an unusually large project, it may not be possible for us to tackle, or may take a significantly longer than normal. Please make a note of this in your request, and our Project Manager will follow up.
- While the following are minimum turnaround times, it is highly recommended to submit projects with as much notice as possible.

Project Type: Standard Graphic

This includes projects like 1-3 social posts, one sermon series graphic, or other projects of a singular nature.

Move+ or CD

Previews:
1-2 bus. days

Finals:
2-3 bus. days

Other Plans

Previews:
3 bus. days

Finals:
4 bus. days

Project Type: Batch and/or High-Volume Deliverables

This includes graphics packages that include more than 6 deliverables.

Move+ or CD

Previews:
2-3 bus. days

Finals:
3-4 bus. days

Other Plans

Previews:
3-4 bus. days

Finals:
4-6 bus. days

Project Type: Sermon Clips

This includes 1080x1920 sermon clips under 1min long.

Move+ or CD

Previews:
1-2 bus.

Finals:
1-2 bus. days

Other Plans

Previews:
3 bus. days

Finals:
3-4 bus. days

Project Type: "Level 1" Video

This includes low-complexity video/motion projects that can be completed within the following turnaround times.

Move+ or CD

Previews:
2-4 bus. days

Finals:
3-5 bus. days

Other Plans

Previews:
4-5 bus. days

Finals:
5-6 bus. days

Project Type: "Level 2" Video

This includes high-complexity video/motion projects that can be completed within the following turnaround times.

Move+ or CD

Previews:
3-6 bus. days

Finals:
4-8 bus. days

Other Plans

Previews:
6-8 bus. days

Finals:
8-10 bus. days

Project Type: Short Booklet

This includes layout projects of 1-10 pages (designed).

Move+ or CD

Previews:
3-6 bus. days

Finals:
4-8 bus. days

Other Plans

Previews:
6-8 bus. days

Finals:
8-10 bus. days

Project Type: Long Booklet

This includes layout projects of 10-30 pages (designed).

Move+ or CD

Previews:
6-12 bus. days

Finals:
8-14 bus. days

Other Plans

Previews:
10-16 bus. days

Finals:
12-18 bus. days

Project Type: Extra-Long Booklet

This includes layout projects of 30+ pages (designed).

Move+ or CD

Previews:
12-20 bus. days

Finals:
14-22 bus. days

Other Plans

Booklets of this length are no longer included in other packages.

All projects are at the discretion of the Project manager, and we cannot guarantee any specific turnarounds for any project type.

Submitting Requests

The easiest way to receive exactly what you hope for is to submit an effective request.

Here's what we look for in a *successful request submission*:

- An accurate and comprehensive Project Brief. Explain the context of the project, the why behind it, exactly what you're hoping to accomplish creatively, and which deliverables you'd like to see.
- Have a specific vision? Include accurate and correlated references.
- Accurate information, copy, and association words. We reserve the ability to extend project deadlines if information is missing or changes before or after file delivery.
- Below, you'll see a real-life example of an outstanding submission. It's extremely clear, outlines everything we need to know, includes accurate references, and was submitted way ahead of time. (Thanks, Zach!)

"The Promised King" Sermon Series Created Oct 09 2023, 2:58 PM

By: Zachary [redacted] #Unlimited Graphics

Project Brief

The Promised King is our 2023 Christmas series that's going to center on the prophecies of Isaiah about Jesus and his kingship. We're really leaning into a Narnia/fantasy/fairy tale inspired vibe that is accessible to kids but still has a bit of a mature undertone to it. Here's a Pinterest mood board the team created with some visuals, colors, and other concepts to help inspire the main graphic:

- [https://pin.it/4\[redacted\]](https://pin.it/4[redacted])

For the main graphic, we're hoping for an illustrated and textured image of a sort of medieval storybook. We'd love to see the darker, richer colors from the mood board through the graphic with "The Promised King" in gold medieval-inspired text that feels like it's part of the book. Also from the mood board, we'd like the style to feel less cartoony and more medieval illustration. I've attached a few extra examples in this submission to share some avenues for inspiration.

Two things worth noting to contextualize the scale of the next several projects:

- This project will provide the groundwork for a second project specifically for our Christmas At Lifehouse content package, which we'll submit following this project.
- Then, for this series' bumper, we'd like to submit a third project early Nov requesting 5 illustrated "scenes" from you in the style we land on for the main graphic that match the theme of each week. We're hoping to make the Bumper something like the link below animating each individual scene you create into one video with voice over, music, and sound effects (please ignore the video's audio).
- [https://youtu.be/0\[redacted\]](https://youtu.be/0[redacted])

All that said, for this project, we'll need the following deliverables:

- 16:9 Graphics (Core series design, blank version)
- 9:16 Graphics (Core series design, blank version)
- Blank Lower Third
- Weekly Titles
 - Week 1 - Chapter 1: The Prophecy
 - Week 2 - Chapter 2: The Arrival
 - Week 3 - Chapter 3: The Prince
 - Week 4 - Chapter 4: The Promised King
 - Week 5 - Epilogue: The Dragon Slayer
- 16:9 "Thanks for Joining Us" + QR graphic (1 Frederick QR, 1 Chambersburg QR, & 1 Hagerstown QR)
- 16:9 Raised To Life + QR graphic (1 Frederick QR, 1 Chambersburg QR, & 1 Hagerstown QR)
- Raised To Life + QR lower third graphic (1 Frederick QR, 1 Chambersburg QR, & 1 Hagerstown QR)

I know this one is pretty illustration heavy, so if you see any potential problems with the deliverables for this graphic as well as the follow up submission, please let us know ASAP.

Request Requirements

Requests will not count as being submitted until the following criteria are met:

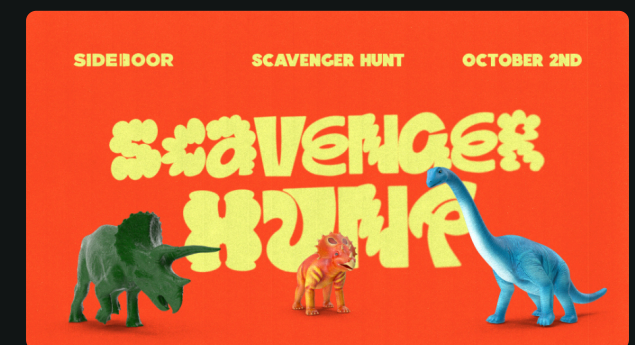
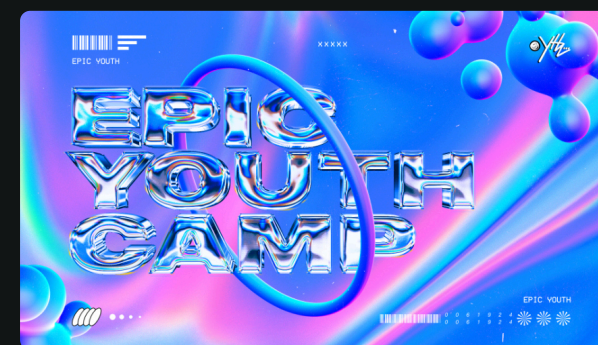
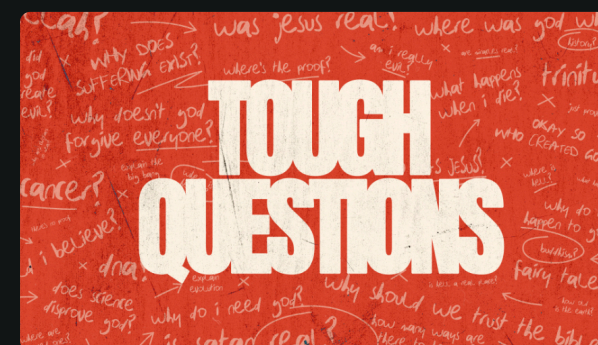
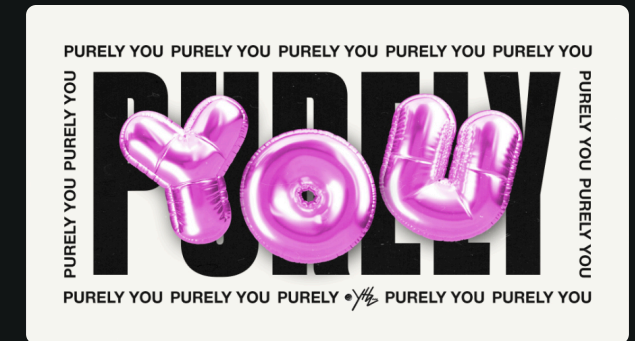
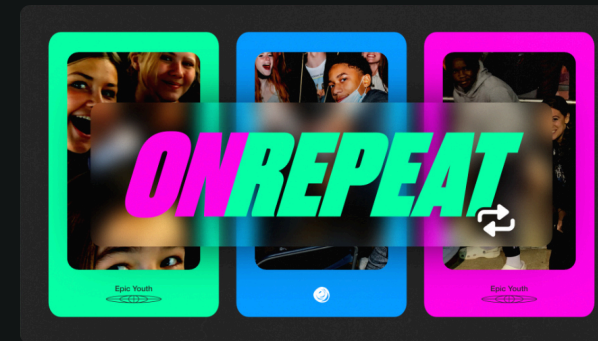
- **All projects:**
The project Brief is accurate and includes all necessary information about the project scope and project deliverables.
- **All projects:**
References are attached or linked if they are mentioned in the brief.
- **All projects:**
All necessary assets are accurate and available. This includes things like necessary design assets, print templates, source files, guidelines, etc.
- **All projects:**
Links provided must be accessible and contain all necessary content.
- **Video projects:**
All files must be accurately **organized or labelled**. Failure to correctly organize or label footage will result in the project start date being delayed until the files are ready for our team to use. If timestamps are intended, they must be included.
- **Large print projects:**
All copy must be complete and accurate, organized by section or page number, and all necessary photos must be available.

References and Inspiration

- References are meant for **inspiration, not duplication**. We respect the intellectual property of other creatives and will not directly copy their work.

Changes to submitted projects:

- Any significant change to a submitted project will require a new submission. This includes a change of scope or creative direction.
- Only additional dimensions can be requested in the “Activity” window of submitted requests. New deliverables like print material, video additions, or design iterations that are not included in the brief will require a new submission.



Communication (New)

We value effective and respectful communication.

Communication in regard to workflow:

- Communication should be detailed and cohesive. Please take an extra moment to assess your communication and remove any guess-work.
- If previews are delivered on your preview due date, follow-up should be relatively prompt, allowing us to continue or complete the project.
- If there are predictable delays in communication, please let us know in the project window. This helps us prepare and stay organized.
- **New:** If communication has ceased for 5 or more business days without explanation, the project will be closed, along with a message asking you to submit a new request. If delays in communication are explained, we are happy to work with you.
- **New:** Our new “Messages” feature is to be used in moderation, and we cannot guarantee instant replies. The best use of this function is ask general questions that would normally take place via email. Please do not reference individual projects in the “Messages” window.

Communication in regard to relationship:

- Communication should be respectful and empathetic. We are equally committed to this, and always will be.
- Communication should demonstrate an understanding that creative work takes time, requires appropriate information/assets, and requires attention to detail.
- Communication should demonstrate an understanding that our team is working for your best interest, and that we want to see you succeed.
- Making demands, rude/aggressive speech, insults, or communication that shows little respect for our time or work will result in a warning, followed by the cancellation of your account upon a second instance.

Platform Updates (New)

More efficient than ever.

Our request management platform (account.movechurchmedia.com) has undergone an update 🤖

Here are some key updates and features:

1. An improved user experience. Things are now more smooth and instant.
2. An updated user interface that feels cleaner and more organized.
3. An all-new project window including new project organization and workflows.
4. An all-new design annotation tool. This will allow you to pinpoint specific elements on preview files and make notes of the changes you'd like to see.
5. The addition of checklists, allowing us to break down projects by segments. This is particularly useful for projects that include a high volume of deliverables.
6. New “Kanban” request view, laying out requests as columns.
7. All-new “Messages” feature, allowing instant communication between you and us.

This updated platform is available as of March 11, 2024. We understand this may be a learning curve, and we're here to help. As always, reach out if you've got questions.

Always feel free to let us know what you think, and if there's anything that may be a valuable addition to your experience.

Revisions & Final Files

Revisions must meet the following criteria:

- **All projects:**
If revisions do not reflect the Project Brief and require a re-design, this will reset the turnaround time of the project, and may require a new submission.
- **All projects:**
If revisions are requested toward the end of our operating hours, our team will need until the next business day to produce new previews.
- **Video projects:**
All video revisions will require 1 or more business days, unless our team has the capacity to do it same-day.
- **Large print projects:**
All large print revisions will require 1 or more business days to complete.

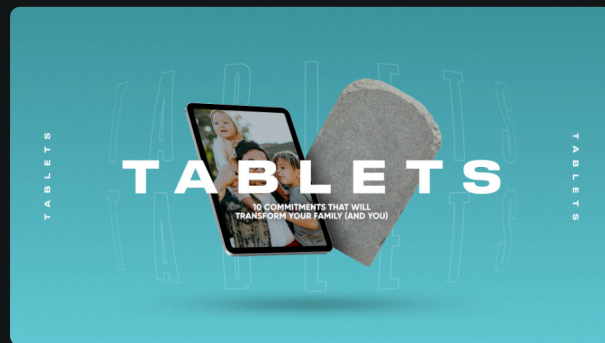
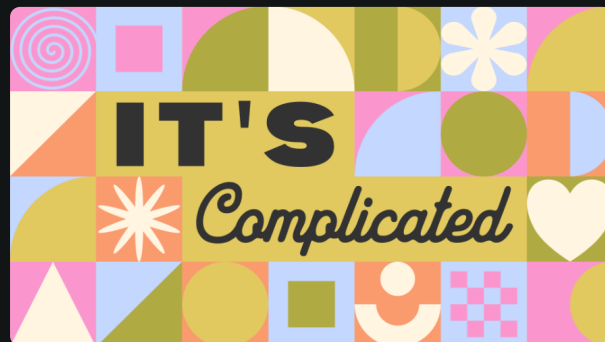
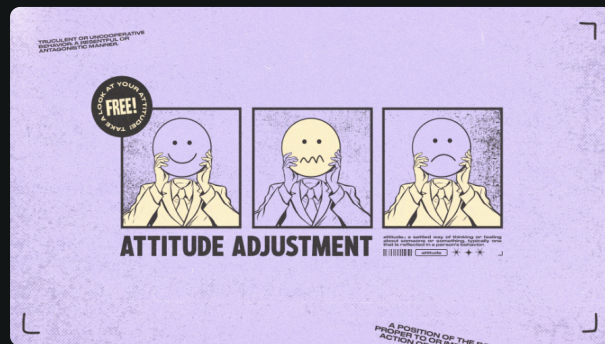
Final files:

- **All projects:**
By default, final files include only what is requested. These files will be in the appropriate format for use (screens, vector, print, bleed and crop, h.264, .mov, etc.)
- **Graphic projects:**
Additional files may be requested in the comment section, but they must adhere to the [Request Submission Requirements](#).
- **Video projects:**
If final files have been delivered, additional final files not included in the brief will require a new submission and extended turnaround time. This policy only affects additional deliverables or iterations, as noted on [Page 13](#).
- **Large print projects:**
Although preview files are in spreads (side-by-side pages), final files are delivered as a PDF with individual pages.
- If you require source files for print material, please let us know which software you would like, or if it's not important.
- We do not deliver layout projects (2+ pages) as PSD, AI, or .docx documents.

Exempt Project Types

The following project types are exempt from all subscription packages, and will be declined:

- **Branding projects:**
Branding services are not included in any subscription package (although discounted at the Move+ and Creative Director tier). Branding projects include things like logo design, ministry logo design, large-scale campaign branding, etc. These must be purchased in addition to your subscription.
- **Copyright material:**
Any request that asks or requires the use of copyright material will be declined. This includes things like company logos, copyright artwork, Disney characters, movie clips, etc. Material must be accessible through our subscriptions or fall under a creative commons license.
- **Character or illustrative animation:**
Character animation or animation at a level that is beyond “typical” church needs is unfortunately outside the scope of our work. This will be addressed on a case-by-case basis.
- **Project stacking:**
Any submission that compiles multiple projects into one request will be declined. Each project should have its own submission, creative direction, due date, and set of deliverables.
- **Movies:**
We are unable to edit scripted films that are artistic in nature.
- **Audio:**
We are unable to provide any audio editing services.
- **Negative or divisive material:**
We are not willing to produce content that is negative or divisive in nature. This includes projects meant to expose others, that are rooted in politics, or take a specific stand on global issues that are not fully understood.
- **Heretical content:**
We are unwilling to produce content that is blatantly outside the scope of scripture. This is at our discretion and we reserve the ability to decline these requests without explanation.



THANK YOU SO MUCH



IT'S AN HONOR TO SERVE YOU IN OUR SHARED MISSION OF MAKING THE GOSPEL KNOWN.

Move
CHURCH MEDIA