



CREATIVE TEAM

Ministry Handbook

A MESSAGE FROM *our pastors*



Hello Creative Team!

Thank you for being a part of such an integral serve team here at Wellspring. Every Sunday, or Event, you have a great opportunity to serve God by serving others with your passions, kindness, talents and testimony.

When you come prepared to capture the story of God happening within the people of Wellspring and our community- you are leading the way and helping testify of God's mighty work and in turn inviting others outside of the fold to follow Him as well.

Leading others in this way is not only an honor but a great responsibility. Thank you for giving it your all and for realizing that every Sunday is **SOMEONE'S SUNDAY** where they accept Jesus as their Lord and Savior. You play a major part in their story.

As you help to create purposeful environments and interactions here at Wellspring, you are greatly impacting the Kingdom.

Thank you and God bless you,

Pastor Joey + April Adkins

WELCOME

Welcome to Wellspring Creative! We are thrilled to have you as a part of our creative family. Our desire is that this team is not only a place where you are able to use your gifts, but also a place where find life giving relationships. In this handbook you will find what you need to start your journey.





WHY WE EXIST

To lead people to become fully engaged followers of Jesus.

OUR PURPOSE

We exist to tell the story.

CREATIVE

Cultural Values

OUR PURPOSE

With every photo, video or social media post, there is a story of life change to be told. You're communicating God's presence being felt, community that's available for the lonely, and the move of God happening within Wellspring and the Southshore area that is exactly what people have been needing. With every piece of content you create, you are showing that that story can become theirs, too. Your creative content will be used for marketing, within Wellspring resources, social media posts, Wellspring events etc.

COMMITMENT

1x a month or more depending on your availability. On the Sunday you serve, we ask you serve 1 of the 3 Sunday Services so you can also sit in one.

BE A REGULAR ATTENDER

Each member of the team is expected to attend services regularly when they are not scheduled to serve. We want you to stay connected to what God is doing in our church family.



SERVING POSITIONS

- Photographer
- Videographer
- Social Media Team
- Content Creator

EXPECTATIONS

- Be kind and mindful of those you are capturing, especially since you are often capturing them in an intimate moment at Church.
- People over the perfect shot.
- Freedom to be creative yet also following the guidelines and needs assigned you by the Team.
- Show up on time.
- Deliver content on time.
- Be mindful of language, modesty, inclusivity etc. when creating.
- Capture the story and wait for the moment. (Often times people don't see a shot so they leave and keep looking. But sometimes you need to look for a potential shoot and wait until it happens)



CAPTURING *Content*

Rule of thumb:

Always take more photos than you think are necessary -
we can never have enough photos!

PHOTOGRAPHERS & VIDEOGRAPHERS

We need wide and tight shots of all the below:

- Worship (platform and congregation)
- People serving on every team (we only need photos of people smiling or laughing)
- People mingling/talking/interacting (we only need photos of people smiling or laughing)
- Next Gen (all ages groups. having fun, in small groups, reading the Bible, learning, eating snacks etc.)

SOCIAL MEDIA TEAM

Capture & Post at least 7-10 differing frames | During Pre & Post Service

- People mingling/talking/interacting in all areas of the Church including outside (we only need photos of people smiling or laughing)
- People ordering and receiving their order at the Cafe (we only need photos of people smiling or laughing)
- Volunteers serving (all areas)
- Behind-the-scenes (Run-through, Backstage, Setup, etc.)
- Testimonials



CAPTURING *Content*

SOCIAL MEDIA TEAM (CONT.)

Capture & Post at least 7-10 differing frames | During Pre & Post Service

- "Extra Somethings" (fun elements in the Lobby or in Service etc.)
- Special sign-ups of Events mentioned or represented in the Lobby. Add link to the website in stories.
- Diversity: Age | Gender | Ethnicity
- Audience worshiping (capture the presence of God and people responding to it.)
- Speaker (Capture powerful snippets of message. Capture and post the main points of the message on stories.)
- Main speaker and highlight message points (or speaker with any props)
- Crowd shots (people engaging with message, taking notes etc.)
- ***Important: For Wellspring Kids photos, be sure to white/black out any names of minors or tags before posting***

WE TELL STORIES

- Observe the room and be aware of your surroundings.
- Candid moments are always the best. Wait for the moment.
- Find opportunities to grab photos of our Volunteer Teams in action (Kids, Guest Services, Cafe, Production, etc.).
- Ask a group of people to quickly snap a photo.
- Cafe shots are great opportunities for smiling faces.
- Look for shot opportunities of people connecting (hugs, smiles, laughter).
- Be aware of lighting, shadows, etc. and how that will affect your photos.
- Don't be afraid to experiment and try new angles, new perspectives, & different techniques.
- Experiment with fun apps (which are often free!) and **get creative!**





BEFORE CAPTURING/POSTING

ASK YOURSELF THE FOLLOWING QUESTIONS:

1. Check previous Stories to make sure you don't say something that has already been said like "Good morning". Scroll through the Instagram feed... does it fit in consistently with the Wellspring brand?
2. Is the URL correct and working?
3. Who is my audience? All church? Students? Decide who you're addressing and create the post with that audience in mind.
4. Did I spell check? Poor spelling is something that people notice immediately, and it detracts from the message of the post.
5. Did I blank out any child names? To protect minors, we don't reveal any names of kids that show on their name tag.
6. Will I be okay with absolutely anyone seeing this? Stop and rewrite if you feel the slightest bit uncomfortable about something in the post.
7. Is this well thought-out?
8. Did I give a next step or a call to action? Give people a way to take a next step
9. Ask yourself, would I give this a like if I saw it on my feed? Would it stand out to me?

Use creative content. Keep it fresh and engaging!

PLANNING CENTER ONLINE

We use PCO as our online hub for all service details, scheduling, and resources. **Team members receive requests for services via email or the mobile app, and they can choose to accept or decline** – we ask that you respond within 7 days of receiving the request so we can either count on you or replace your spot with someone who is available.

ACCEPTING

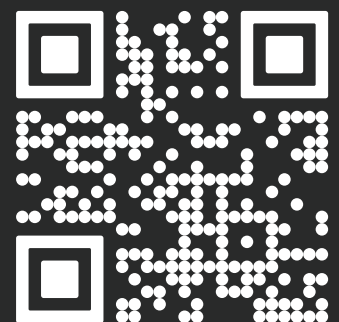
When **ACCEPTING** a request, you have considered the date, rehearsal times and amount of preparation required for the service and are confirming you would like to serve.

DECLINING

When **DECLINING** a request, we just ask that you let us know the reason. Need that weekend off to rest? Have a scheduling conflict or vacation planned? Your Director wants to know what's going on in your life and how they can celebrate or support you.

BLOCKOUT

The **BLOCKOUT** feature is a great way to let us know ahead of time when you know you won't be available. Vacations, events, and even pre-planned rest are perfect reasons to blockout.



SCAN HERE TO VIEW OUR PLANNING CENTER TUTORIAL



SCHEDULING

Using Planning Center Services, our team will request that you block out dates you are not available in the upcoming month.

Following that, we will schedule our teams and send an email to each serve team member requesting them to serve. Once you receive a request, please respond in a timely manner. If you are unable to serve, simply click decline so that we are aware and can fill that position.

DRESS CODE

In order to blend in, and not be distracting we ask that you wear dark clothing (black, grey, dark green), and long dark pants. Also, please wear closed toe shoes.

PARKING

When you arrive on your scheduled Sunday morning, please park in the overflow parking on the side of the building that is near the Sports Fields.



**CREATIVE
TEAM**