

CREATIVE APPROVAL PROCESS (SOP)

PURPOSE

The purpose of this Creative Approval Process is to ensure all creative projects, events, communications, and production elements remain aligned with the church’s vision, branding, communication standards, and operational workflow. This process creates clarity, accountability, and consistency across all departments while helping teams collaborate effectively, avoid miscommunication, and steward resources responsibly.

Area / Guideline	Approval Required By
Departmental Events	Department Lead
• Stay on brand	
• Add a designated color for event branding	
• Communication stays within approved process	
• Communicate all changes outside of SOP or approved process	
• Do not make decisions for other departments	
Tier One Decisions	Ex. Creative Pastor
Creative Branding	Ex. Creative Pastor
Spending Over \$100	Ex. Creative Pastor
Spending Under \$100	Department Lead
Calendar Approval	Event Request Form
New Songs	Worship Weekly Meeting
Production Changes	Sunday Run-Through Approval
Communication Signage	Communications Weekly Meeting / Email Approval

1. Departmental Event Guidelines

Approved By: Department Lead

- Stay on brand
 - Add a designated event branding color
 - Keep communication within the approved process
 - Communicate any changes outside the SOP or approved process
 - Do not make decisions for other departments
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2. Creative & Branding Approval

Item	Approved By
Tier One Decisions	Ex. Creative Pastor
Creative Branding	Ex. Creative Pastor

3. Financial Approval

Expense Type	Approved By
Spending Over \$100	Ex. Creative Pastor
Spending Under \$100	Department Lead

4. Scheduling & Planning

Item	Approval Process
Calendar Approval	Event Request Form
New Songs	Worship Weekly Meeting
Production Changes	Sunday Run-Through
Communication Signage	Communications Weekly Meeting / Email Approval