

# Yellowbox: Pre-Launch Checklist.

---

## NONPROFIT STATUS

---

Have you filed your legal 501-3c non-profit status? If so, what's the current status of your organization? A: pending approval from the IRS, B: approved and waiting on status to finalize, C: fully processed with all necessary legal paperwork to prove it.

Have you filed paperwork for non-profit status with the USPS? Things to think about!

## ACCEPTING DONATIONS

---

Once you have your articles of incorporation and have started a bank relationship, you'll need an easy-to-use and low cost solution for processing donations. One of our key partners in this area is DEKA Gives. If you haven't already found a solution for this, or if you aren't entirely happy with said solution, give them a try!

## EQUIPMENT AND NECESSITIES

---

What's your game plan for equipment? A: I'm going with a service like PCI or Churches-To-Go, B: I'm putting together my own list and will purchase needed signage and collateral through Yellowbox, C: I'm putting together my own list and will purchase all elements myself with print files delivered by Yellowbox.

## ONLINE PRESENCE

---

Have you purchased your domain(s)? We recommend GoDaddy for domain registration and maintenance. Easy peasy.

We highly recommend getting a landing page up ASAP that reinforces your message, launch window, and key action steps. There are lots of options out there, but we (of course) are partial to a site by Yellowbox Creative! Interested in learning more, say hi.

## OFFICIAL COMMUNICATIONS

---

How will your organization handle emails? What system to you plan on using?

We recommend using G-Suites for non-profits through Google. If you have your status filed with the IRS, you should be eligible for free accounts. If your status is still pending, we recommend setting up G-Suite anyway and adding minimal accounts (it's only \$5 / month per user). This will give your team a solid email platform as well as the full G-Suite system of apps (calendars, etc). BOOM. Bam.

## DESIGN AND BRANDING

---

Do you have a gameplan for your church branding? Most people are under the impression that a church's "brand" is just a logo, a mark or some signage in the lobby as people come in for a cup of coffee early on a Sunday morning. But branding is so much more than that—it's who you are. Your brand, your church, your personality can't be summed up in just a simple logo. Your brand encompasses your values, your people and the message that you share with the world.

But we can help. It's what we do. Reach out, and let's make something beautiful together.

## OFFICIAL CHURCH DATABASE

---

There is nothing sexy or fun about the word "database." Like, nothing at all. However, choosing the right platform early on is crucial to keeping your systems in check as you grow. We recommend Planning Center People or CCB. Both of these systems are relatively low cost (or in the case of PCP, free under a certain data entry point), have easy to use interfaces, and keep their systems fresh with updates and support.

## MARKETING

---

How are you equipping your dream team to get the word (and the Word) out? It's important that you're iterating on a plan for launch, through email marketing, social media and community outreach. There's plenty to do and plenty to learn. We'd love to help coach you through the necessities as you start something new.

Do you have your launch location nailed down—with a contract? It's important to win hearts and minds to secure leases on meeting locations. The Lord's got your back. And so do we! Reach out and we'd be happy to give you some advice.

## FUNDRAISING

---

Do you have a pitch deck presentation to help raise funding? Tell a better story and your mission will resonate and inspire, and you'll have a chance to bring people into your mission. A properly told story and presentation coaching could be all the difference for a successful church launch.