



THE UNITED CHURCH OF CANADA FOUNDATION

PROMOTION PROJECT FUND

History

This fund was established through a generous donation from John (Jack) Charles Scoffield with the purpose of supporting the marketing efforts of United Church of Canada congregations seeking to attract members, promote their ministry and programming, and retain/establish a strong presence in their communities.

Marketing is the basic concept of presenting an offering of goods and/or services (in this case, the ministry of a particular congregation) to an audience in a manner that will appeal to them. Humans share common desires such as love, acceptance, hope, purpose, etc., which communities of faith are well-suited to address. Good marketing allows congregations to share with their community how they can meet the spiritual and other needs of its members. Mr. Scoffield is a strong proponent of congregations including marketing efforts in their annual operating budget, as he believes it to be a key component of sustaining congregational vitality.

As cost may be a barrier to effective marketing, there is need for congregations to access funding that will support the development and delivery of their marketing and promotional initiatives. Through the *Promotion Project Fund*, the Foundation will provide one-time grants of up to \$10,000.

Eligibility

An initial call for applications will occur during the Foundation's Fall 2024 granting round, with applicants being restricted to United Church of Canada congregations.

Program Criteria

Applicants must:

- include a marketing plan and, where available, samples of materials to be used, **AND**
- contribute a portion of their annual budget equivalent to at least 2% of the annual operating budget, **OR**
- allocate \$5,000 in the annual budget, **OR**
- show that they have obtained other funding specific to this work of at least \$5,000.

Applications should include a summary of goals and metrics that can be measured to determine success.

Applications will be evaluated based on the following criteria:

MARKETING REACH: ability to effectively engage sizeable and/or a variety of external audiences.

BRAND AWARENESS: how prominently and frequently the congregation's logo/messaging/purpose, and *The United Church of Canada* will be displayed during the proposed promotional activities.

GROWTH: how likely the proposed grant activities will result in securing new members/adherents and/or satisfy the goals of the proposed marketing plan.

VALUE: does the amount of funding requested seem appropriate for the proposed activities?

****Please submit the completed form by email to grants@united-church.ca****



THE UNITED CHURCH OF CANADA
FOUNDATION

PROMOTION PROJECT FUND

PART 1: ORGANIZATION INFORMATION

Name of Organization:

Organization Mailing Address:

City:

Province:

Postal Code:

Regional Council that your community of faith is a member of:

Select Option

Telephone number:

E-mail address:

Website:

Primary Contact Name (Title, First, Last):

1. What is your congregation's mission and purpose? How do you achieve these ministry goals?

2. Please describe what types of ministries and programming your congregation currently provides for your community:

3. What is your congregation's annual operating budget?



THE UNITED CHURCH OF CANADA
FOUNDATION

PROMOTION PROJECT FUND

PART 2: MARKETING PLAN AND FUNDING

4a. Has your congregation invested resources into promoting/marketing previously?

- Yes No

4b. If “Yes”, please indicate what portion of your congregation’s budget is designated to Marketing and briefly describe how you have engaged in promotion/marketing (e.g., physical and/or digital advertising collateral, engaging third party firms or freelancers, events, cross-promotion opportunities, radio/TV/podcasts, etc., training members to be able to speak about your ministries/encouraging a culture of invitation):

5a. What online tools does your congregation use? (choose all that apply):

- | | |
|---|---|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Website |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Email Newsletter (e.g., MailChimp) |
| <input type="checkbox"/> X (formerly Twitter) | <input type="checkbox"/> Other (please specify): |

5b. How many new online “followers” did the church attract last year:

5c. Where did these new “followers” come from? (choose all that apply):

- | | |
|--|--|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Website |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Email Newsletter |
| <input type="checkbox"/> X (formerly Twitter) | <input type="checkbox"/> In-Person Event |
| <input type="checkbox"/> Physical Marketing (e.g., direct mail, signage) | <input type="checkbox"/> Other (please specify): |

6. Last year, how many new:

- a. adherents did your congregation attract?
- b. members did your congregation attract?
- c. identifiable givers did your congregation attract?

7. On a scale of 1-5 (where 5 = “the sky is the limit!”), how would you rate the opportunity for growth/community engagement, if your congregation was able to amplify its marketing efforts?

- 1 2 3 4 5



THE UNITED CHURCH OF CANADA
FOUNDATION

PROMOTION PROJECT FUND

8. What are your primary goals/objectives in investing in your congregation’s marketing and promotion?

9. Who are the primary team members responsible for decision-making regarding marketing and promotion?

10. What is the decision-making process for marketing/promotional materials?

11. Promotional/Marketing Revenues

Revenue Source	Amount \$
Organizational funds:	\$
Other Funding/Grants:	\$
Total Revenues:	\$

12. Promotional/Marketing Budget

Expense Description	Amount \$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total Budget:	\$



THE UNITED CHURCH OF CANADA
FOUNDATION

PROMOTION PROJECT FUND

PART 3: OTHER INFORMATION

13. Have you ever received grant monies from The United Church of Canada Foundation? Yes No

14a. Did you contact Foundation Staff to discuss your proposal, grant opportunities, or for support before or during completing your application? Yes No

14b. If 'yes', how did you contact them?

15. How did you hear about this grant opportunity? (choose all that apply):

- | | |
|--|---|
| <input type="checkbox"/> Foundation Facebook | <input type="checkbox"/> United Church of Canada newsletter |
| <input type="checkbox"/> Foundation Instagram | <input type="checkbox"/> United Church of Canada website |
| <input type="checkbox"/> Foundation X | <input type="checkbox"/> United Church of Canada social media |
| <input type="checkbox"/> Foundation newsletter | <input type="checkbox"/> Other (please specify): |
| <input type="checkbox"/> Foundation website | |

PART 4: ATTACHMENTS AND INCLUSIONS

16. Please include/attach the following documents with your application:

- Current Marketing Plan
- Samples of materials to be used in marketing endeavours (if available)

PART 5: DECLARATION OF INTENT

On behalf of the applicant(s), I declare that if awarded a grant by The United Church of Canada Foundation, the organization named on the Grant Application Form shall use the funds awarded in support of their marketing efforts and as outlined.

Any portion of the grant funds not used will be returned to The United Church of Canada Foundation, unless prior written permission is obtained from The Foundation.

The conditions stated above have been reviewed and agreed upon by signing authorities for the organization named on the Grant Application Form.

Date: _____ **Signature of Applicant:** _____

****Please submit the completed form by email to grants@united-church.ca****