



THE UNITED CHURCH OF CANADA
FOUNDATION

PROMOTION PROJECT FUND

Section 1 – Organization Information

Name of Organization:

Organization Mailing Address:

City:

Province:

Postal Code:

Primary Contact Name (Title, First, Last):

Section 2 – Project Evaluation

1. What were the overall objectives or goals for your project? Please describe whether you followed your Marketing Plan as submitted, indicating (where applicable) what you changed and why:

2. Overall, did you:

Exceed your goal(s) Meet your goal(s) Meet some of your goal(s) Not meet your goal(s)

3. Please share any challenges, best practices or successes related to your goal outcome. Please describe the positive and negative aspects of engaging in your Marketing Plan, including anything that you would do differently:

4. Did you use your grant funding to produce promotional, PR, advertising or marketing materials?

Yes No



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5. Who was your target audience?

6. Which of the following marketing activities did you engage with? (choose all that apply):

- | | |
|-----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Radio/podcast (commercial, guest spot, etc.) | <input type="checkbox"/> Produced a new promotional video |
| <input type="checkbox"/> Television (commercial, news story, etc.) | <input type="checkbox"/> Attendance at events. Please specify the events attended: |
| <input type="checkbox"/> Local newspaper | <input type="checkbox"/> Enhanced or created a website |
| <input type="checkbox"/> Other print sources (magazines, etc.) | <input type="checkbox"/> Created physical marketing materials (posters, flyers, brochures, etc.) |
| <input type="checkbox"/> Boosted social media content or created ads | <input type="checkbox"/> Hired third party marketing support |
| <input type="checkbox"/> Created social media pages | <input type="checkbox"/> Other (please specify): |
| <input type="checkbox"/> Purchased outdoor advertisements (billboards, transit signage, etc.) | |
| <input type="checkbox"/> Google Ads or other digital advertisements | |

7. Did you use any of the funding to invest in SEO optimization?

- Yes No

7b. If "Yes", did you find these efforts to be successful? Was there a difference in the number of hits your website received before and after?

8. Did you use any of the available funding to invest in developing visual branding?

- Yes No

8b. If "Yes", please provide details on what type of visual branding was developed.



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9. Did you develop a sermon (or series) and/or community events to engage/reengage visitors and/or members attending as a result of marketing efforts?

Yes No

9a. If “Yes”, please describe what you developed and reflect on any increase in community engagement:

10. Please share any further description of your marketing and/or advertising efforts along with any additional reflection on their success:

Section 3: Project Impact

11. Did your in-person service attendance increase?

Yes No

If “Yes”, by how many?:

12. Did your virtual service attendance increase?

Yes No

If “Yes”, by how many?:

13. Did you attract any new members?

Yes No

If “Yes”, how many?:

14. Did you attract any new donors (identifiable givers)?

Yes No

If “Yes”, how many?:



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15. Did you attract any new “followers”/subscribers? Please indicate on what platforms and how many (select all that apply):

- Facebook
- Instagram
- X (formerly Twitter)

- Email Newsletter List
- In-person Event(s)
- Other (please specify):

16. Did you form any new community partnerships? Please describe the nature of these relationships:

17. Please provide samples of created marketing materials, press releases, photos, videos, media clips and in-market advertising. Use links, and/or attach screenshots, photos, video, etc. as necessary, indicating attachments below:

Section 4: Project Financials

18. How did your actual expenses and revenues compare with the project budget you submitted? If there were any variances, please describe them.:

19. Will you continue to allocate a portion of your annual budget to promotional marketing efforts going forward? Please describe:



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Section 5: Wrap-up

20. Please list any resources that you found helpful that could be shared with other United Church organizations as they consider and pursue promotional and marketing opportunities:

21. Please share any final thoughts on the importance of prioritizing marketing efforts for United Church congregations and/or advice for those considering and pursuing marketing opportunities: