

UALC Ministry Promotion

We have a lot to celebrate and share! We want to do this in the most effective way. Following the process below can help us partner in this shared goal in order to determine the best promotion plan for your ministry or event.

1) Self Evaluation:

Your most powerful promotion resource, is you! Who is in your personal sphere of influence that could join you as an ambassador for your desired outcomes? Personal connection and invitation go a long way.

2) Promotion Request:

If your ministry requires a larger reach than you are able to provide, you can submit a request for promotion. This request should be submitted a minimum of six weeks in advance to maximize potential reach.

Online form | www.ualc.org/ResourceRequest

3) Review:

UALC Communications Team will review requests on a weekly basis. After considering the full slate of upcoming promotion, a "platforms plan" will be sent. Please review the back of this sheet for more information on this plan.

4) Action:

Throughout the remainder of the promotion timeline, we will respect the plan and work together to accomplish our collective goals.



Promotion “Platform Plan”

The Communications Team will put together a plan that seeks to effectively use our resources to promote the ministry or event. This plan is dynamic and will likely vary each time. If you received access to one of these platforms in the past, that does not mean you will have the same access in the future. We have shared goals, and balancing many incoming requests requires patience and understanding from everyone involved.

Effort should be made to submit requests a minimum of six weeks before your event/ministry begins. This will help maximize time and reach for promotion.

The list below represents some of the most effective platforms that could be included in your “platform plan.” This list is NOT a guarantee.

- Quarterly Ministry Guide
Submissions must be received two weeks before publication.
Published first Sunday of: March, June, September, December
- Community Bulletin Board
- Sunday Handout
- UALC Mobile App
- Connect Flyer / Information Sheet
- Small Groups Communication
- Announcement Slides / Welcome Vision
- Website Announcements

You can find a full list of our current platforms and resources and submit a promotions request at ualc.org/ResourceRequest