



*A new identity for the Unity movement.*

## Ministry Partner Agreement

This Ministry Partner Agreement (“Agreement”) is made and entered into as of the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between Unity \_\_\_\_\_ (“the Ministry”) and Unity Worldwide Ministries (aka the Association of Unity Churches), a Georgia Corporation (“the Association”). Please print clearly the new name of your community \_\_\_\_\_ . (This will be your new logo.)

### Recitals

WHEREAS, the Association’s desire in the branding process is for complete transparency for all Unity ministry leaders.

WHEREAS, the Association considers participating Unity ministries to be partners with the Association in this effort.

WHEREAS, in order to create the clearest understanding and partnership between the Association and the Ministry, the Association requests that this agreement be signed by the Minister and Chairperson of the Board of Trustees of the Ministry.

NOW THEREFORE, in consideration of mutual covenants and other good and valuable consideration, the receipt and legal sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. The Ministry understands that it is not obligated in any way to participate in the branding initiative and program.
2. The Ministry understands that it may choose not to participate in the branding initiative and continue to use the Ministry’s existing logos and materials, if applicable.
3. If the Ministry does choose to use the Unity logo and logo package, the Ministry understands that it must use the logo and other pieces (including digital files) exactly as they are presented. The Ministry agrees that there can be no modification. The Ministry understands that the reason for this is to make the brand most valuable to all Unity ministries.
4. The Ministry agrees that, if it chooses to participate in the branding initiative, the Ministry must take the entire logo package and use it according to the Association’s guidelines. The Ministry understands that there can be no picking and choosing among various parts of the logo package.
5. The Ministry understands that it may use the Association’s online print service (Logo Package 1), or it may obtain electronic files from the Association at an additional cost (Logo Package 2).
6. The Ministry agrees that any images provided through the Association’s catalog must be used with the logo the Association provides.

7. The Ministry agrees not to share the Association's logo or other materials with anyone else for the purpose of creating their own materials.
8. The Ministry agrees that the graphic logo "Unity" must appear above their name. The Ministry understands that the Association strongly recommends the following format: Unity of (geographic designator). The designator can be as broad or narrow as desired (i.e. Unity of Tri-States, Unity of Kansas City, Unity of Blue Valley, or Unity of Broadway Avenue). See the examples below.



9. The Ministry understands that the Association recommends that the Ministry pick a geographic designator that is used in the Ministry's locale to describe the Ministry's neighborhood or location.
10. The Ministry agrees to work with the home office of the Association and other ministries in the Ministry's geographic area to arrive at a satisfactory name designator.
11. The Ministry understands that the Association is requesting that the Ministry, if it desires to participate in the branding initiative, be represented at any branding conference call or webinar(s) provided.
12. The Ministry agrees that it will be responsible for any long distance charges that may apply when attending any above referenced conference call or webinar(s).
13. The Ministry understands that a champion may be selected from the Ministry to head up identity implementation and to participate in any above referenced conference call or webinar(s).
14. The Ministry understands that regions and sub-regions may also participate in any above referenced conference call or webinar(s) under the same conditions.

IN WITNESS WHEREOF, please print minister name \_\_\_\_\_

and Chairperson of the Board of Directors of the Ministry \_\_\_\_\_

and James E. Trapp, President of Unity Worldwide Ministries, have executed this Agreement this

\_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Minister

\_\_\_\_\_  
James E. Trapp, President  
Unity Worldwide Ministries  
(aka Association of Unity Churches International)

\_\_\_\_\_  
Chairperson of the Board of Directors

For the Canadian Region only: \_\_\_\_\_  
Treasurer of the Unity Canada Board

# Contact Sheet

Please fill out and return with Ministry Partner Agreement to Debbie Allen at Unity Worldwide Ministries, PO Box 610, Lee's Summit, MO 64063 OR fax Attn: Debbie Allen at 816.525.4020 OR email to [Debbie@unity.org](mailto:Debbie@unity.org).

DBA Branded Church Name \_\_\_\_\_

Incorporated Church Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mailing Ground Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Church Office Phone \_\_\_\_\_ Email \_\_\_\_\_

Unity Credentialed Leader \_\_\_\_\_

Minister Email \_\_\_\_\_ Phone \_\_\_\_\_

Contact person(if other than minister) \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Include in all branding communications

Board Chair \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Include in all branding communications

Church web address \_\_\_\_\_

Web page Contact Person \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

Include in all branding communications

Additional contacts for branding

Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Include in all branding communications

Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Include in all branding communications

# Select a Logo Print Package

Below are descriptions of the two options ministries may choose from:

## Logo Package 1

**Cost:** \$190 at signup, and \$100 annually thereafter. This package is for ministries who will be using the professional print service bureau (MiPrintShop) to print items for their ministry. The print service bureau is an online, on-demand print service bureau, offering group printing discounts based on production for our Unity movement. If you purchase this package you are agreeing to use MiPrintShop for your print needs. This package also includes a CD with your community's Unity logos in various formats which will be sent via Fed Ex with your Participant Toolkit at the launch of your group. Logos are provided for use electronically (web, PowerPoint, newsletters, etc.) and for print needs not currently available with our online print service bureau, MiPrintShop.

This print package provides access to the items listed below, and more. To view products currently available go to [Unity.MiPrintShop.com](http://Unity.MiPrintShop.com) and use "unity" for both the user name and password. Many items are currently being developed and many more will be added over time.

Letterhead

Envelopes (standard, return, welcome, love offering)

Business cards

Bulletin covers

Welcome brochures

Posters

Bookmarks

Access to image catalog that indicates where you can purchase licenses to use those images

Additional items will continuously be added

For a complete list go to <http://Unity.miprintshop.com>, enter "unity" for both username and password

## Logo Package 2

**Cost:** \$690 at signup, and \$300 annually thereafter. This package is for those ministries who elect to print materials locally with a professional printer. The package includes individually customized pdf digital files with your community's logo of the materials listed below. These files are to be used as presented which assures integrity and consistency of our printed products.

This package also includes a CD with your community's Unity logos in various formats which will be sent via Fed Ex with your Participant Toolkit at the launch of your group. Logos are provided for use electronically (web, PowerPoint, newsletters, etc.) and for print needs.

Those purchasing logo package 2 are also able to access, and purchase printed items from, our online print service bureau MiPrintShop. To view products currently available go to [Unity.MiPrintShop.com](http://Unity.MiPrintShop.com) and use "unity" for both the user name and password. At this location you can also access the image catalog that indicates where you can purchase licenses to use those images.

Electronic files will be provided for the following items:

Letterhead

Envelopes (standard, return, welcome, love offering)

Business card template

Bulletin covers

Welcome brochures

Posters

Bookmarks

**Additional items available to print with MiPrintShop:**

For a complete list go to <http://Unity.miprintshop.com> , enter “unity” for both username and password. We are planning to add to the items we have available as time goes on and we discover items that would be useful to our ministries.

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**Make payment Logo Packages in one of these ways:**

Payment via credit card, Call Myra Moore at 816.434.6813 or complete the form below, cut on the dotted line and mail to Unity Worldwide Ministries, PO Box 610, Lee’s Summit, MO 64063.

<p><b>Method of Payment:</b></p> <p><input type="checkbox"/> MC <input type="checkbox"/> Visa <input type="checkbox"/> Am Ex <input type="checkbox"/> Discover Total to be charged \$ _____</p> <p>Card # _____</p> <p>Name as appears on card _____ Exp. date __/__/__ CID # _____</p> <p>Card Billing Address _____</p> <p>City _____ State _____ Zip _____</p> <p>Signature _____ Date: __/__/__</p> <p>Fund #1071</p>
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Mail your payment, along with the form below, to Unity Worldwide Ministries, PO Box 610, Lees Summit, MO 64063. (Make note on the check that this is for branding.)

Ministry’s current name: \_\_\_\_\_ Acct # (if known): \_\_\_\_\_

Ministry’s elected name for branding (this would match the name listed on the Ministry Partner Agreement, page 1 of these forms): \_\_\_\_\_

Ministry Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Logo Package 1- \$190.00 for the first year (annual payment of \$100 will be billed annually)

Logo Package 2 - \$690.00 for the first year (annual payment of \$100 will be billed annually)

<p><b>For Office Use:</b></p> <p>Date Received _____ Acct # _____</p> <p>Amount Received \$ _____ Reference _____</p> <p>Processed by _____ Fund 1071</p>
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# Webpage Package

We have joined with **OneEach Technologies** to develop a website service bureau that creates ministry websites in alignment with the Unity Identity Project brand research. This service is available only to branded ministries.

Some of the features that would be included in the web service bureau:

- Enewsletter
- Online fundraising module
- Video, blogging, opinion polls, podcasts/audio/MP3
- Calendar: click on an event for more information and to register for the event
- Event and class registration/management
- Some areas automatically generated/updated from unity.org, unity.fm and dailyword.com
- 5 GB disk space, 50 GB data transfer per month
- 100 pages
- Up to 500 email accounts
- Domain registration
- Shopping cart
- Image optimization and photo album
- Google analytics/Web traffic statistics
- Social media integration
- Mobile device website version
- Mobile payment capability
- Multiple administrator accounts
- Free training and 24/7 technical support

If a ministry were to pay for development of a site with all of these features, it could easily cost them \$20,000-\$25,000. The web vendor's regular price for a website with the above features is \$1,645 per year, but in order to help our smaller ministries grow, the vendor being considered is offering lower rates for smaller ministries. The pricing structure for a website that includes the above features (and more) would be based on a ministry's membership:

<u>Ministry Members</u>	<u>Set Up Fee</u>	<u>Annual Fee</u>
1-49 members	\$295	\$350 (\$32.95/month)
50-150 members	\$395	\$765 (\$65.95/month)
151-400 members	\$495	\$1095
401+ members	\$595	\$1645

Simply go to: [www.OneEach.com/Unity](http://www.OneEach.com/Unity)

Click where it says "Sign Up Now!"

Fill in the form.

And you're good to go!