

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 platforms 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:

The UALC Communications Team will review requests regularly and schedule promotions on different platforms. Please review the back of this sheet for more information on the platform options. Questions? Contact communications@ualc.org.

4) Action:

Throughout the remainder of the promotion timeline, the team will continue to review and consider additional promotions.



Promotion Platforms

The Communications Team will review all promotion requests to effectively use our resources to promote multiple ministries or events. Our plan for all of the promotions is dynamic and will likely vary often. 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 the Communications team could use to promote your ministry or event. This list is NOT a guarantee.

- Ministry Guide
Submissions must be received three weeks before publication.
- Website Announcements
- Announcement Slides / Welcome Vision
- Social Media
- Sunday Handout
- UALC Mobile App
- Connect Flyer / Information Sheet
- Small Groups Communication
- Community Bulletin Board

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