



A new identity for the Unity movement.

Unity Minister Licensing Agreement

This Minister Licensing Agreement (“Agreement”) is made and entered into as of the _____ day of _____, 20____, by and between _____ (“the Minister”) and Unity Worldwide Ministries (aka the Association of Unity Churches), a Georgia Corporation (“the Association”).

Recitals

WHEREAS, the Association’s desire in the branding process is for complete transparency for all Unity Ministers and ministries.

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

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

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. Minister is to be credentialed by Unity Worldwide Ministries (UWM) and be in good standing. If you are not in good standing or choose to leave the Association, you must cease use of the branding materials.
2. The Minister understands that he or she is not obligated in any way to participate in the branding initiative and program.
4. The Minister understands that he or she may choose not to participate in the branding initiative and continue to use his or her existing logos and materials, if applicable.
5. If the Minister does choose to use the Unity logo, the Minister understands that he or she must use the logo exactly as it is provided. The Minister agrees that there can be no modification. The Minister understands that the reason for this is to make the brand most valuable to all Unity ministries and Ministers.



6. The Minister agrees that, if he or she chooses to participate in the branding initiative, the Minister must use the materials as they are given to him or her and according to the Association’s guidelines (the Participant Toolkit).

7. The Minister understands that he or she may use the Association's online print provider, have access to a limited number of print files on the UWM website without graphic support, or use a local printer of their choice.
8. The Minister understands that he or she is granted use of photos on files provided by UWM for use in those files only; he or she does not have license to use those photos on any other materials. To receive license to use the photos in other materials, the minister must purchase a license through the copyright-holding stock photo company.
9. The Minister agrees not to share the Association's logo or other branded materials with anyone else for the purpose of creating their own materials.
10. The Minister understands that he or she must submit this signed license agreement, and attend a "Welcome Call" webinar logging in with their name, before the Minister's logos will be sent via email to him or her.
13. The Minister agrees that he or she will be responsible for any long distance charges that may apply when attending any above referenced conference call or webinar(s).

IN WITNESS WHEREOF, **please print** minister name _____
 and Bernadette Swanson, Communications Manager of Unity Worldwide Ministries, have executed this Licensing Agreement this _____ day of _____, 20____.

 Minister Signature

 Bernadette Swanson, Communications Manager
 Unity Worldwide Ministries
 (aka Association of Unity Churches International)

For the Canadian Region only:

 Treasurer of the Unity Canada Board

Contact Form

Please fill out and return to the Branding Coordinator by either:

Mail: Unity Worldwide Ministries, PO Box 610, Lee's Summit, MO 64063

or **Fax** Attn: Branding Coordinator at 816.817.8355 or **Email:** Debbie@Unity.org.

Please avoid using "position" emails, such as "info@ministry.org" or "minister@ministry.org." The newsletter provider we use (MailChimp) will not send emails to these generic emails, and you will not be able to receive important communications about the branding program.

For *Ministers* applying to use the Unity Identity fill in this section:

Minister Name _____

Address _____

City _____ State _____ Zip _____

Email Address _____

For *Ministries* applying to Use the Unity Identity fill in this section:

Branded Ministry Name _____

Incorporated Ministry Name _____

City _____ State _____ Zip _____

Mailing Address _____

City _____ State _____ Zip _____

Ministry Office Phone _____ Email _____

Unity Credentialed Leader _____

Minister Email _____ Phone _____

Contact Person(if other than minister) _____

Email _____ Phone _____

Board Chair _____

Email _____ Phone _____

Ministry web address _____

Web Contact Person _____

Email _____ Phone _____

(include additional contacts on a separate sheet)

The Process for Joining

Once your signed license agreement is received at the central office the process begins and proceeds as follows:

1. When your paperwork is received you will be sent an email with directions on how to download your toolkit. Please do so early and read the section on creating your branding team. Receiving this information confirms that your license has been received.
2. After the paperwork deadline* is passed, we begin processing your paperwork which takes about a week. During this time your information is entered into our database and sent on to Print by the Yard and OneEach so they are able to assist you.
3. Two weeks after the deadline, an invitation will be sent to you from Debbie@unity.org to a “Welcome Call.” Details on how to join our StartMeeting platform will come with this invitation. Attendance on this call is *required* to receive your logos. If you are a minister, sign in with your name. If you are representing a ministry have your representative sign in with the ministry’s name, this is how we will know you have participated on the call and will allow us to send your logos to the email address listed on the call.
4. Once attendance is verified, logos will be sent the next week.
5. At this time, if you are interested in using our web provider, OneEach Technologies, you can go to www.OneEach.com/unity and sign up.
6. You can also access our online print provider, Print by the Yard to order products. You can reach them by visiting: PrintByTheYard.com. You will receive a sign in specific to you, or your ministry, from Michele Fritz from Print by the Yard. For more information on sign in IDs and passwords please contact Michele at: order@printbytheyard.com.
7. Go to www.UnityWorldwideMinistries.org/branding-resources to sign-up for our private Facebook page.

Please note, there will be a limit of 40 ministries per launch and we will accept ministries on a first-come-first-served basis. There is no limit on the number of **ministers** that can join per launch.

*The next branding groups launch on:

Paperwork due January 4, 2018	Welcome call —January 25, 2018	Logos sent January 29, 2018
Paperwork due July 5, 2018	Welcome call —July 19, 2018	Logos sent July 25, 2018

Subscribe to *The Path* biweekly e-newsletter at www.unity.org/enews for reminders of the launch dates and further updates to our Unity Identity Program.