

December 5, 2019

Hello Ministry Leaders,

The [Unity Branding Program](#) is now nine years old. It includes over 300 ministries from the US and Canada, plus national associations, all seven regions, three sub-regions, and over fifty ministers.

As some of you know, when branding started, you had to pay to join, but, after a year and a half, the Board of Trustees made it free. So, since that time, there has been no charge to join branding.

We have made some changes to the program that I want to let you know about.

1. Those folks who now want to join branding for the first time do not have to wait until the next launch group. When a ministry wishes to join, they can now go to [www.unity.org/branding](http://www.unity.org/branding) and download the **Ministry Licensing Agreement**, fill it out, and send to me (Debbie Allen). Once I get it, I send a return email that contains a link to the recorded welcome call. Yes, **we have now recorded the welcome call, and no one has to wait for a specific date to join!** There are no more launch groups. You determine how quickly the process takes.

In the email that contains the welcome call link, there are questions the ministry needs to answer and return to me. Once that is done, I will let Michele Fritz at [PrintbytheYard.com](http://PrintbytheYard.com) know, and she will create your logos and send them directly to you. This whole process (depending on how long it takes a ministry to return the answers to the questions) will take no longer than two weeks. Recently, it took a ministry *just hours* to join branding and get their logos! For some in the past, it took up to three months. We give you your first set of logos free, and that leads into update number two.

2. The second change comes when you want to change your name after being in the branding program. If you remember, you are not allowed to alter your logo and must resubmit paperwork for a name change. Michele Fritz is now creating all our branded logos. I will let her know when you want a name change, **but** there will be a graphic fee of \$35 to recreate logos for your ministries, which is paid directly to Michele.

So I encourage new ministries joining branding to *be thoughtful about choosing the name of your ministry* or be prepared to pay each time you change it. The point of creating a brand is to create stability and strength in your identity and to connect you to the larger Unity movement. *Changing your name every few years destabilizes your brand.*

3. Under this change, if you have a women's or men's group, a legacy or EarthCare team that wants their own logo, the process will be the same: paperwork to me and a \$35 charge for the creation for each new logo to Michele Fritz.
4. Unity ministers, whether actively serving a ministry or not, can also join the branding program. This connection gives you the ability to do weddings, funerals, and work in hospice or chaplaincy programs under the Unity brand. To do this, go to [www.unity.org/branding](http://www.unity.org/branding) and get the **Minister Licensing Agreement**. Fill it out and send it to me. We will send you a logo for your use that identifies you as a Unity Worldwide Ministries member. This does not apply to spiritual leaders nor licensed Unity teachers. They can create business cards *under their ministry's branded logo*.

Bernadette Swanson, Communications Coordinator, and I are working hard to meet your branding needs and still stay within the parameters of the original guidelines for licensing and use of the Unity logo. If you have a project, please check with me to make sure that the project stays in the guidelines.

We enjoy serving our Unity ministers and ministries through branding. So if you are not a branded ministry, check out how to become one at [www.unity.org/branding](http://www.unity.org/branding), or call me at 816.434.6831, or email to [DAllen@unity.org](mailto:DAllen@unity.org).

Yours in Unity,

Debbie Allen  
 Branding Coordinator  
 Unity Worldwide Ministries

