
| UMC Support's |

MINISTRY PARTNER PROGRAM



WHO WE ARE

The General Council on Finance and Administration (GCFA) is the administrative agency for The United Methodist Church, the largest mainline Protestant denomination in the United States and the third largest globally. Currently, The United Methodist Church has 12 million members, more than 11,500 active and retired clergy, and more than 43,000 churches globally.

As part of GCFA's work, we provide services to the United Methodist Connection under our service brand, UMC Support. Part of UMC Support/GCFA is our External Relations team, who help cultivate strategic Ministry Partnerships that can help provide a positive impact for the people and ministries of The United Methodist Church. We have relationships with business, organizations, and non-profits throughout the world whose practices align with our Social Principals. Our External Relations team communicates on a regular basis with people at all levels of the United Methodist Church, whether it is a pew sitter, missionary, local church pastor, Bishops, or other higher, administrative-level decision makers.

WHAT WE ACCOMPLISH WITH OUR MINISTRY PARTNERS

The tagline for UMC Support (GCFA) is 'Providing Solutions, Sustaining Ministries.' One way we do this is with our vital Ministry Partnership program, which the help of organizations like yours. Our Partnership Program provides cost-saving solutions and products to United Methodist churches, agencies, annual conferences, camps, retreat centers, affiliated higher education institutions, and more. Through these cost-saving solutions, our UMC ministries are able to focus their savings on vital mission work and disciple-making. Our program provides vetted and credible business for our audience and helps United Methodist organizations solve problems as they manage churches, programs, and ministries. Finally, our program creates a connection for our partners to the denomination and gives our partners access to our audience.



MINISTRY PARTNERSHIP PROGRAM AUDIENCE

More than 44,000 churches access our website for required forms and reports, as well as resources on financial, legal, and administrative matters like information technology, human resources, marketing and communications, and more. GCFA averages 24,530 monthly pageviews, and we operate on multiple social media channels and platforms. We have two monthly newsletters, with more than 25,000 people subscribed.

*Jenny Lutter,
Director of
Faith Partnerships,
Vanco*

"Right from the beginning, it has been incredible to work with the GCFA team as a partner. We have been given so many opportunities to share about Vanco's services in publications, through events, and by hosting webinars. I feel like they (Kellie and Tammie) are always looking for extra ways to help us connect with UMC conferences and churches and that means so much. We love serving UMC churches and can't imagine this effort without our GCFA partnership."

MINISTRY PARTNERSHIP PROGRAM

UMC Support has two main levels of ministry partnership, as well as a royalty option. We look forward to discussing how we can best strategize your company's offerings to our audience. Contact our External Relations team today for more information, either at ExternalRelations@gcfa.org or call (615-369-2413).

BENEFITS

TIER 1

\$20,000

TIER2

\$10,000

TIER3

\$5,000

	License to use official Ministry Partner Designation & GCFA Logo	X	X	X
	Press Release about partnership	X	X	X
	Featured in Two GCFA newsletters	4x/Year	2x/Year	
	One feature in the "News you can use" section of the newsletters	X	X	X
	Opportunity to present at GCFA-sponsored event with UMC leaders	X		
	Opportunity to create/host webinar for targeted UMC audiences	X		
	Full page web presence on GCFA website in partner section	X	X	X
	Featured in Ministry Resource Guide	X	X	
	Featured on GCFA's social media accounts	4x/Year	2x/Year	
	Featured in digital year-end thank you correspondence to our UMCsupport customers	X	X	X
	Pay for one targeted mailing per year up to 250 pieces.	X		
	Up to a week advertising exposure in United Methodist Communication's "Daily Digest" e-newsletter (goes out to 25k+ subscribers)	X		

- GCFA has two electronic newsletters, The Collaborator and Ministry Minute. In addition to being featured in the newsletters, we offer the ability to create downloadable content, and the results of those campaigns (names, addresses, etc.) can be forwarded to the ministry partner
 - o The Collaborator is distributed to 24,000+ local church members, clergy, and district leadership.
 - o The Ministry Minute is a carefully curated list of 300+ UMC leaders and communicators who are decision makers at several levels within the denomination.
- The Ministry Resource Guide is an electronic and print publication distributed to our audience. The guide is shared on district and regional websites, and the print version is distributed at GCFA and churchwide events.

ROYALTY PROGRAM

We understand that participation in a full ministry partnership is a big commitment. We do occasionally participate in royalty agreements. Together, your organization and GCFA will determine terms of royalty (e.g. no less than 3% back to GCFA, or \$1 off every sale). Our Royalty program does create a license for a use of the official Ministry Partner designation and use of the GCFA logo. While GCFA cannot promote the royalty partner in articles in newsletters, or with a presence on the GCFA website and the Ministry Resource Guide, a royalty partnership does allow for the option to place an advertisement on GCFA websites and newsletters.



See a partnership level that looks right for your organization, or still have questions? We have answers and would love to talk to you about a partnership benefiting you and the people of The United Methodist Church. Contact our External Relations team for more information at ExternalRelations@gcfa.org or call [\(615\)369-2413](tel:(615)369-2413).