



Resurrection

A UNITED METHODIST CHURCH

CRITERIA FOR SPONSORSHIPS

Requirements:

- ☐ Sponsorship/organization is serving a community need that aligns with Resurrection's mission, vision, and strategic goals.
- ☐ Sponsorship funds will provide measurable benefits to the community and be used efficiently and effectively.
- ☐ Organization operates with high ethical standards and transparent financial practices.
- ☐ Sponsorship represents good stewardship of the funds entrusted to the church's ministry by our congregation.

Considerations:

- 1) Does Resurrection have an existing/ongoing relationship with the organization?
- 2) Do we have congregants/staff who are directly involved with the organization?
- 3) Will the relationship connect us with new unchurched people?
- 4) Are there opportunities for congregational involvement and support?
- 5) Are our resources best utilized through sponsorship or a direct contribution?
- 6) Will our presence and name impact the organization through increased volunteer and financial support?
- 7) Will the relationship be collaborative?
- 8) Is it important for Resurrection, as a community leader, to be involved?
- 9) Do you have participants who would attend and support the organization's events?



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COMMUNITY RELATIONS AND SPONSORSHIPS

Community Relations is the strategic process of building and maintaining positive relationships between the church and its surrounding community. It involves understanding community needs, values, and concerns, and responding to them in a way that benefits the community and serves to fulfill the church's mission and vision.

Financial Sponsorships are one of the strategies for effective Community Relations. Others include community partnerships, civic memberships, church-sponsored outreach events, communication campaigns, participation in community events, and serving as a host site.

SPONSORSHIP PROCESS

- 1) Review the requesting organization to ensure the use of the funding:
 - a. Aligns with church's mission, purpose, and vision
 - b. Supports church's strategic goals
 - c. Provides a positive community impact
- 2) Identify the funding source in the ministry or location budget.
- 3) Review the **Criteria for Sponsorship** to make sure the requirements are met, and other considerations are identified.
- 4) Complete and submit a **Sponsorship Funding Request Form**.
(resurrection.church/rxp)
- 5) The request form is reviewed by the Director of Public/Community Relations, in consultation with members of the Executive team and Senior Pastor as needed.
- 6) If the sponsorship request is authorized, the ministry representative is responsible for coordinating with the Lead Director of PR to ensure:
 - a. Sponsorship communication, branding, and advertising materials are provided to organization promptly.
 - b. Resurrection is appropriately represented at the sponsorship event.
 - c. Invoice is received and funding processed
 - d. Communication plans are developed for sharing the sponsorship with the congregation, on social media, through news media outlets and the website, as appropriate.
- 7) Following the sponsorship, the ministry representative will submit a brief evaluation of the event and recommendation for future engagement.