



THE UC NYC

Branding, Emphasis, and Deliverables

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(tentative) Brand Statement: “We keep hope alive.”

BRANDING: Our brand is the overall identity for the church. It resonates through our design, our events, the attitude of our staff and volunteers, environments, and the overall consistency of the experience we deliver. Done right, our brand has the power of “meaning”—individual departments speaking as part of one family.

To make that brand connection stronger, we’re organized as a ‘branded house’ (not a ‘house of brands’). In other words, **The UC NYC** is the brand and all of activities are an extension of that brand; *individual events and ministries don’t stand alone.*

EMPHASIS AND DELIVERABLES:

HIGH: The 20% that affects 80% of the audience: this week at The UC. next steps out of Sunday and all-church events.

Sample events:

- Sunday message topic or series
- Divine Principle Study opportunities
- Attend an event, volunteer, and find a Connect Group:
 - Quarterly sign-ups for new Connect Groups on Launch Sundays
 - Volunteer Fair
 - Family Gala, Holiday Party, etc.
- Holy Day celebrations and religious traditions/sacraments (God’s Day, Blessing, etc.)
- News about campaigns (building updates, church accomplishments, etc.)

Sample promotional vehicles:

- Platform announcements (made at Service)
- The UC NYC Home Page “Featured”
- Custom printed media (such as full color postcards to insert into the bulletin)
- Custom graphics: projected media – looping stills or videos
- Email/ Enewsletter
- Facebook post

MEDIUM: Mid-sized events that affect a large group, but not 80% of the audience

Sample events:

- Job openings
- Classes, such as a budget class, personality profile class, or a writing workshop
- Changes to kidsLIFE children’s ministry (such as new check in process, etc.)
- Dance socials

Sample promotional vehicles:

- Bulletin
- Pre-service slide (projected media but would not be emphasized in video announcement feature)

- Custom printed media (such as full color postcards to insert into the bulletin)
- Custom graphics: projected media – looping stills or videos
- Email/ Enewsletter
- Appropriate page on theucnyc.com

LIGHT: Niche news or small volume events

Sample events:

- Event organized by a community member (not The UC)
- Women's/Men's circle updates
- Team meeting
- Blessing workshop

Sample promotional vehicles:

- Personal invites
- Conversations
- Appropriate page on theucnyc.com