

Request for East Ohio Conference Igniting Ministry Matching Grants

(through the Board of Communications)

Please complete the following grant application and return it to the Office of Communications at the address listed at the bottom of the application or via email to kay@eocumc.com.

APPLICANT INFORMATION:

Church and district _____
Date of application: _____
Person Completing Application: _____
Address: _____
City: _____ State: ____ Zip _____
Church Phone # _____
Contact # _____
Email address: _____
Web site: _____

AMOUNT REQUESTED:

Matching funds requested: _____
Dollar-for-dollar up to \$2500.00 per applicant based on one-half of total cost of campaign. Some exceptions may apply.

We offer Matching Grants to coincide with the United Methodist Communications “run” on television spots during three key times of year: Lent, Back-to-school and Advent. When do you plan to implement your Igniting Ministry campaign?

Circle One: ___ Lent ___ Back-to-School ___ Advent ___

ADVERTISING CAMPAIGN INFORMATION:

Advertising categories and costs: choose one or a combination

Tv/Cable \$ _____	Air dates _____
Radio \$ _____	Air dates _____
Outdoor \$ _____	Display dates _____
Cinema \$ _____	Air dates _____

Total cost of campaign: _____

-continued-

MEDIA CONSULTATION:

We can help you communicate your message, and create awareness within your community. If assistance is needed, please contact Kay Panovec, Director of Communications at 1-800-831-3972 ext. 118 or via email at kay@eocumc.com. We will work with you to maximize your media budget. Our services are provided at no cost to any United Methodist Church within the East Ohio Conference.

NARRATIVE:

A detailed written narrative must be submitted describing the following:

****Describe your welcoming training for the current year. (required).***

State your purpose for advertising. What are your goals?

Describe your target audience.

What is the anticipated number you hope to reach?

Who will purchase your media?

What are the air or run dates for your media?

What other media, if any, will be used to reinforce the campaign?

How will you measure the campaign effectiveness?

APPLICATIONS WILL BE CONSIDERED ON A FIRST-COME, FIRST-SERVED BASIS. FUNDS RECEIVED IN 2007 MUST BE USED BY 12/31/08.

Contact:

Kay Panovec

Director of Communications

East Ohio Conference of The United Methodist Church

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Phone: (800) 831-3972 ext. 118

Fax: (330) 499-3279

Email kay@eocumc.com