



## FREQUENTLY ASKED QUESTIONS—UNITY OUTREACH PROGRAM

### **Is there any cost?**

All materials and shipping are provided free of charge! Donations are welcome but not a requirement for participating.

### **Who can participate in the outreach program?**

All interested ministries, organizations, or individuals are welcome to participate. If someone is interested, just have them email [outreach@unityonline.org](mailto:outreach@unityonline.org).

### **How is this program funded? How can I support Unity Outreach financially?**

This program is completely funded by love offerings. We have also been able to cover some of our printing, shipping, and support costs through our #GivingTuesday fundraising campaigns during the holiday season. If you or someone you know is interested in supporting this program, please go to [unity.org/donatenow](https://unity.org/donatenow) and make sure to select “Unity Outreach.” Thank you!

### **Can I add my own church’s information?**

Yes! You can also add a sticker or stamp to the booklets. If you get the packets, they come unsealed for this purpose.

### **Can we distribute packets and booklets to our own congregants?**

Yes, you are welcome to give congregants the packets. This is especially great for pastoral care if you know someone who is struggling with the issue an outreach booklet focuses on.

### **Are these materials available for my ministry’s visitors’ packets?**

Several ministries have found it very helpful to have these booklets on their welcome tables for visitors to choose what calls directly to them. This tends to work better than packets because the specific topics of each booklet may or may not resonate or apply to all visitors.

**Our ministry already has other outreach initiatives. Can I use these materials for those?**

Yes! If you have a specific outreach event, such as a Pride parade, or an ongoing outreach ministry, such as a prison ministry or homeless ministry, you can use these materials.

**How many packets or booklets are usually placed at each organization?**

On average, most organizations tend to want 10–15 packets or booklets, but this really varies. Sometimes they'll want the full packet or just the booklets. They may also want a specific amount for a one-time event, such as a Pride parade, festival, conference, or workshop.

**I didn't distribute all my booklets or packets. Should I keep them or can I return them?**

If you think you will be able to ultimately distribute them to local organizations or to your congregation, feel free to keep them on hand in your stock. We encourage this whenever possible. You may also return unused booklets or packets that are in good condition by mail to Unity Village if you prefer. Please do not throw them away!

**How do you choose the topics of the outreach booklets?**

We determine the topics of our outreach booklets based on what we hear from our constituents via the Unity Customer Care Department, Silent Unity® prayer ministry, and suggestions we receive in the field at regional conferences. We are open to your suggestions! Just email [outreach@unityonline.org](mailto:outreach@unityonline.org).

**How can I get training and support for leading our own outreach project?**

If you don't quite know where to start, make sure you're signed up to receive all emails from our email list. When we launch a new booklet, we'll guide you step-by-step through your own outreach project through a series of eight emails, one per week. An archive of these emails is available for each booklet, although much of the process is the same. Access the email archive here: <https://us17.campaign-archive.com/home/?u=434ea82d67d4cf907a58df5c8&id=2c5614a7ce>.

Want an all-in-one printable outreach training guide? Check out our download center resources.

**Who should I consider recruiting for this project?**

We encourage you to leverage your community and delegate to volunteers as much as possible. Several ministries use their own chaplains, and some created an outreach team of volunteers.

**I overcommitted. How do I drop out of the weekly emails, but still be notified of future booklets?**

At the end of each email, there is a link to update your preferences. Just choose the option "Less email," and you'll only receive booklet announcements and other big news.

**Can I just refer organizations rather than talk to them myself?**

Yes, if you have connections to organizations but no time to drop off or engage with them, just make an email introduction to [outreach@unityonline.org](mailto:outreach@unityonline.org), and we will make sure to get them the outreach materials they want.

**How do I request outreach materials?**

Contact the Unity Customer Care Department, Monday-Friday, 8 a.m. to 5 p.m. (CT).

By email: [unity@unityonline.org](mailto:unity@unityonline.org)

By phone: 816-251-3571

Please include your name, organization (if applicable), best mailing address, and the quantity of which specific outreach materials you want. Mention that it's for outreach.

**Other questions? Contact us!**

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Email: [outreach@unityonline.org](mailto:outreach@unityonline.org)