



## **Benefits Provided to New Project Transformation Chapters by a National Organization**

### **1. Established Brand, Identity, and Marketing**

When launching a new initiative, it is vital to build legitimacy and buy-in from donors and community partners. By embracing the name, logo, and model of Project Transformation, conferences can gain traction with supporters by being affiliated with a well-established organization and nationally-recognized program design that has a proven track record of expanding within the North Texas Conference as well as to the Oklahoma, Tennessee, and Rio Texas conferences of the United Methodist Church. A national/local shared website and sample marketing materials are available to assist in marketing new chapters, reducing start-up and operating costs.

### **2. Project Transformation Manual**

Start-up chapters will receive a comprehensive operating manual for Project Transformation to assist you in launching a new chapter. The manual provides best practices and a thorough explanation of the key components for the program and resources required to operate Project Transformation. This manual will help ensure your new chapter is established in a manner that is operationally sound and is prepared for the programming, governance, and fundraising requirements.

### **3. Guidance and Training from Project Transformation National Staff**

Throughout the start-up process, the core leadership team will communicate regularly with Project Transformation national staff as well as other local chapter staff to help you navigate the process of launching a new chapter and ensure you are making progress toward your launch. Once your new chapter is formed, Project Transformation national staff will continue to provide assistance and share resources with all chapters. An annual national meeting and regular conference calls or training sessions will provide additional support and a forum for sharing best practices and new developments among PT chapters.

### **4. Recruitment of Young Adults**

By channeling all recruiting efforts through a common website, new chapters will be able to attract a large number of qualified interns from a national candidate pool in addition to those recruited within the local UMC conference. New chapters will also be provided with recruiting materials that can be customized with your location, dates, and other information in order to save time and resources. In addition, experienced intern alumni from existing chapters will be encouraged to apply for new chapter sites to help establish a successful first summer.

### **5. Program Training**

Depending on geographic location of new chapters, it may be possible to combine some pre-program training sessions with existing Project Transformation programs.

### **6. Support of the Four Focus Areas of the United Methodist Church**

Project Transformation is directly aligned with at least three of the four focus areas of the UMC: 1) Developing principled Christian leaders, 2) Ministry with the poor, 3) Revitalizing existing congregations, and 4) Combating diseases of poverty by improving health. Because this ministry is so closely aligned with the vision and yearnings of the people of the United Methodist Church, it should be easier to build support from within the conference.