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UMCmarket Case Settled

United Methodists Can Now Take Full Advantage of Newly Revamped Site

The General Council on Finance and Administration (GCFA) recently settled a disagreement with one of the founding partners of UMCmarket.org. During the process, UMCmarket.net was developed so that the program did not cease operation. In the settlement, GCFA regains full rights of UMCmarket.org, the online shopping portal for United Methodists.

At www.UMCmarket.org, United Methodist shoppers can browse through and shop with a vast array of online vendors.

The process is simple: Log on to www.UMCmarket.org, create a profile, select the local church or other church entity you'd like donations made to, search for a vendor by name or category, click on the vendor page and shop online as you regularly would. When shoppers use this portal, each retailer has agreed to donate a percentage of the purchases to the local church or United Methodist group of the shopper's choice. Each time the total of donations reaches \$100, the church (or group) will be sent a check in the mail.

Zebraplace, GCFA's strategic sponsor for the online shopping portal, has enhanced its marketing department and revamped the website. The current site should be easier to navigate. Joakim Richter, the CEO of Zebraplace said "UMCmarket is committed to helping United Methodist churches fulfill their mission by providing an alternative method of receiving funds for ministry generated from online shopping. With our new site and the 'Easy Give Button', it's now easier than ever for members to sign up, shop, and generate a donation. We invite all ministries to share the process with their congregation. It's easy and free. Together we can see your donations make a difference."

For more information about the UMCmarket program, please contact Bobby Lee Smith, Manager of Corporate Partnerships and Philanthropic Initiatives at GCFA, 1-866-367-4232 (toll free) or 1-615-369-2407 (direct).