

UNITARIAN UNIVERSALIST SOCIETY OF GENEVA

EXTERIOR SIGNAGE POLICY

Approved by the Board of Directors on December 12, 2017

As declared in our mission statement, UUSG is committed to being “a liberal religious voice in the community and a force for compassionate social justice.” This policy governs the content and design of all signs placed on Church property, including the 3rd Street parcel, and applies to all committees and individual members acting on behalf of UUSG.

- All signs shall serve to promote UUSG’s mission, principles and/or covenant.
- All signs shall comply with the regulations specified in the City of Geneva’s Zoning Ordinance, Chapter 12.
- All signs shall comply with UUSG’s Policy Regarding Preservation of Tax-Exempt Status, including but not limited to the following:
 - Advocacy for any political party, organization, or candidate is prohibited.
 - Lobbying activities must be approved in advance by the Board of Directors.
- General issue advocacy that does not involve lobbying or political activity, as determined by the Board, shall be governed as follows:
 - A “List of Approved Public Messages and/or Issue Statements,” as determined by the Board, shall be maintained by the Office Administrator and appended to this policy.
 - Any ministry team may propose a public message and/or issue statement to be added to the approved list. Written proposals shall be presented to and reviewed by the UUSG Council, which shall make a recommendation to the Board for or against the proposal.
- The selection and scheduling of temporary signs or “exempt” signs (as defined by the City of Geneva’s Zoning Ordinance) for placement on church property shall be determined by the UUSG Council. Ministry teams desiring to promote a particular issue, message, and/or event, are should partner with the Communications Team on the creation of such signs.

Appendix: List of Approved Public Messages and/or Issue Statements

- UUSG Mission Statement
- UUSG Covenant
- Statement of Principles and Purposes, as found in *Singing the Living Tradition*
- Hymn lyrics and readings, as found in *Singing the Living Tradition* or *Singing the Journey*.
- Announcements of official UUSG events
- Standing on the Side of Love (see <https://www.uua.org/action/love>)
- We Believe.../We Love.../We Are... (see <http://www.uuabookstore.org/We-BelieveWe-LoveWe-Are-Rally-Signs-Pack-of-9-P18185.aspx>)