



Policy regarding use of MAD Ministries Name, Image, and Logo

Like all organizations, Making a Difference Ministries (MAD) needs to guard, guide, and protect the way it's Name, Image, and Logo (NIL) is used to ensure that its NIL is used only in a manner consistent with its Mission, Vision, and Values.

NIL includes the MAD name, the MAD logo, and any reference to the organization.

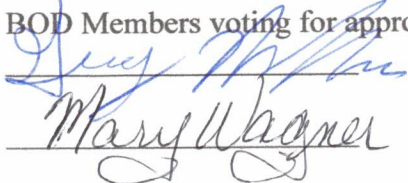
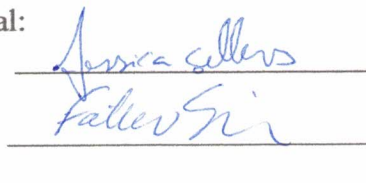

The NIL of MAD shall not be used in the promotion of any organization, company, product, service, cause, agenda, or event without the express written approval of the MAD Board of Directors (BOD). This includes the use of the MAD NIL on websites, advertisements, signs, banners, social media, printed matter, and any other form of communication.

Any use of the MAD NIL must be submitted to the MAD BOD on the form titled "Request to use the Making a Difference Ministries Name, Image, and Logo". The request must be approved by a majority of the MAD BOD, and if so, then the form will be returned with the approval, or disapproval noted on the form. As a general rule, the MAD NIL will not be approved for the promotion of any organization, company, product, service, cause, agenda, except to state that an organization or company is a supporter of MAD. With approval, the MAD NIL may be placed in a manner or location on a web page, social media page, sign, banner, or other form of communication in an area that only indicates that the organization or company is a supporter of MAD, but not in a manner or area that is adjacent to promoting an organization, company, product, service, cause, agenda, or event.

If approval is given to an organization or company to use the MAD NIL, it may be revoked at any time by written communication of the MAD BOD, and the organization or company must remove any use of the MAD NIL within 30 days, including removing any social media posts that are still accessible online.

Policy approved by MAD BOD on August 28, 2024

BOD Members voting for approval:

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BOD Members voting against approval:

BOD Members abstaining:
