

Basic Principles for a Fundraising Emphasis

WHAT: Fundraising Campaign Materials

- **Develop branding** for the fundraising campaign emphasis.
(Example: visual graphic and tagline)
- **Connect the appeal of the campaign to having an impact** on (1) the Kingdom and (2) the lives of individuals.
- **Provide ROI** (return on investment) within the campaign materials.
(Example: "In the last 12 months, ____ individuals began a relationship with Christ through [ministry name].")
- **Use testimonials of the ministry's impact** in the promotional materials to personalize the content.
(Example: Use a representative from different age brackets with his/her photo and a quote.)
- If the fundraising emphasis is for a building, **include any drawings/digital designs of the new structure.**
- On reply cards/emails/other, **be clear on the needed funds and their uses.**
 - Potentially include check boxes for individuals to designate towards a specific project of the campaign, if applicable.
 - Allow for gifts to be given in honor/memory of an individual.
- **Provide content on several types of gifts** that can benefit the campaign and how they can be given.
- **Develop a budget** for the campaign.





Basic Principles for a Fundraising Emphasis (*continued*)

- Professionally develop the promotional materials and provide a draft to key constituents (such as board members and staff) for **review and feedback**.

Does the ministry have contact with a graphic designer who might volunteer his/her time (or at a minimal cost) if one is not already on staff?

WHERE: Final Fundraising Campaign Materials Promoted Through Various Marketing Channels

- Print/Mail
- E-Blast
- Social Media (Instagram, Facebook, Twitter (X), LinkedIn, etc.)
- Newspaper (local community paper and/or the *Baptist Message*)
- Local Christian Radio Stations
- Brief Video (professionally prepared)
- Other?

WHEN:

- **Develop a marketing schedule** (publication/marketing channel/planned distribution date/other) for distributing campaign materials that includes repeat distributions. *It is better to over-communicate than under-communicate.*



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318.445.4495

contact@lbfinfo.org



Basic Principles for a Fundraising Emphasis (*continued*)

WHO:

- Promote to the various constituent groups of the ministry, including those in the existing database and potentially other audiences.

HOW:

- A checklist is developed for the campaign with specific chronological steps that are monitored by the board and staff. Potentially, a weekly email is sent to the board and staff with an update on the checklist.



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