



WHAT DIFFERENCE DOES IT MAKE?

Marketing, fundraising and public relations are three key players in your ministry's development strategy and each play an equally important role in the success of obtaining the resources to serve your community. These three ministry areas are uniquely different, each with their own specific goals, target audience and focus.

Understanding how each area differs helps you appreciate the need for all three and the role each plays in creating an integrated, effective development strategy.

Discerning the Difference

Often lumped together under the title "Development," it can be challenging to understand the nuances between marketing, fundraising and public relations.

Let's take a look at each ministry area, its goal and area of focus.



Marketing: Marketing aims to raise awareness about your ministry and promote its mission among the general public. Effective marketing attracts loyal volunteers and donors, moving them to take action for your cause. Areas of marketing include:

- Digital marketing including social media
- Direct mail campaigns
- Media and promotional material



Fundraising: The primary responsibility of fundraising is to obtain the resources that enable your ministry to reach its goals. This is attained by leading donors towards securing their material, volunteer, prayer and financial support. Fundraising focuses on the following main areas:

- Analyzing donor data and strategic planning
- Individual donor engagement and cultivation
- Developing major donors and cultivating corporate relationships
- Growing church partnerships
- Building volunteer partnerships



Public Relations: Strong public relations ensures a positive perception to your donors, community, clients and board of directors. Public relations' goal is to represent your ministry's integrity by presenting the need for funding and demonstrating how those funds benefit your ministry and the community at large. Public relations responsibilities include:

- Special events
- Media relations
- Internal media policies and procedures

Better Together

Synergize the works of your marketing, fundraising and public relations staff to maximize your development efforts. Recognize the value each key player brings to the table and garner their knowledge and support for a cohesive, consistent and integrated message to your community.

- *You can't effectively fundraise without integrated direct mail and digital marketing campaigns.* Encourage your fundraising team to seek support from your marketing staff to run a successful fundraising campaign.
- *Special events will fall short without corporate, church, volunteer and donor support.* Advise your Public Relations team to connect with your fundraising department for valuable constituent data to ensure you reach your target audience, secure adequate funding and attain volunteers for your next special event.
- *Established media relationships are key when promoting your fall campaign.* Urge your marketing specialists to utilize your Public Relations department and the valuable media relationships they've built to get their message in front of local media outlets.

Teamwork truly does make the dream work.

This strategy sheet is provided to you by Brewer Direct's Academy and can be located in the Library. If you'd like to discuss the ideas found here or want to know more about the Academy, contact Shellie Speer, Senior VP, Academy at sspeer@brewerdirect.com or (719) 210-6207.



RELEASING GENEROSITY