

Strengthening Your Financial Future

Custom Planned Giving Solutions
for Ministry & Mission



STRUCTURING YOUR FUND *MARKETING WORKBOOK*

Connecting People Who Care to Ministries That Matter



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Communication Development Worksheet

Congratulations on establishing your investment account with American Baptist Foundation (ABF). Please complete the following form to begin the resource development process. Creating an brochure will be the first step in this process. Please complete and return to the ABF office.

Ministry Name: _____ Website: _____

Fund Name: _____ Acct# _____

Ministry Contact: _____ Phone: _____

Contact email: _____ ABF Advisor: _____

Please indicate the fund structure:

- Single Ministry Fund:** (description)
- Multi-Ministry Fund** (description) (please list individual sub-ministries below)

MINISTRY THEME: _____

Ministry 1: _____

Ministry 2: _____

Ministry 3: _____

Ministry 4: _____

Please indicate if the following items are available and email them to abfmktg@abc-usa.org:

YES	NO	Date Sent
<input type="checkbox"/>	<input type="checkbox"/> Ministry mission or vision statement	_____
<input type="checkbox"/>	<input type="checkbox"/> Fund purpose (a 3-4 sentence summary is required)	_____
<input type="checkbox"/>	<input type="checkbox"/> Current marketing materials (samples)	_____
<input type="checkbox"/>	<input type="checkbox"/> Images and pictures of ministry in action.	_____
<input type="checkbox"/>	<input type="checkbox"/> Ministry Logo	_____
<input type="checkbox"/>	<input type="checkbox"/> Other: _____	_____

Once all items are received please allow 4-6 weeks for the completion of the draft brochure.

Please acknowledge that all the above information is correct by signing below.

Printed Name: _____ Signature: _____



SECTION A: Single Fund Brochure (for examples see SAMPLE page)

Scripture Verse (Optional):

Organization Mission Statement (max 2-3 sentences):

Single Fund Name/Category:

Describe the ministry supported by the fund (max 2-4 sentences):

Funding Purpose/Goals (How will the money be used):



SECTION B: Multi-Fund Brochure

Scripture Verse (Optional):

Organization Mission Statement (max 2-3 sentences):

PRIMARY ENDOWMENT NAME:

Describe the primary ministries supported by the Primary Endowment.

List and describe the individual ministries supported by the primary endowment :

MINISTRY ONE

Ministry Fund Name/Category:

About the Ministry (max 2-4 sentences):

Funding Purpose/Goals (How will the money be used):

MINISTRY TWO

Ministry Fund Name/Category:

About the Ministry (max 2-4 sentences):

Funding Purpose/Goals (How will the money be used):

MINISTRY THREE

Ministry Fund Name/Category:

About the Ministry (max 2-4 sentences):

Funding Purpose/Goals (How will the money be used):

MINISTRY FOUR

Ministry Fund Name/Category:

About the Ministry (max 2-4 sentences):

Funding Purpose/Goals (How will the money be used):

Please attach extra pages for additional descriptions and ministries.

SECTION A: Single Fund Brochure

Scripture Verse (Optional):

In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.”

— Matthew 5:16

Organization Mission Statement (max 2-3 sentences):

The mission of First Baptist Church of Anywhere USA is to engage and strengthen our member churches. We strive to enable a nurturing of personal faith, while also offering a dynamic evangelical witness to their communities.

Single Ministry Fund Name/Category: *Loving Hands Fund* (Community Outreach)

About the Ministry (max 2-4 sentences):

For a number of years, the church has been engaged in a variety of community outreach projects throughout their town and surrounding districts. This ministry has helped to establish neighborhood gardens, health initiatives, educational workshops, and other social programs, thereby positively impacting numerous individuals and families throughout the region. **First Baptist Church of Anywhere USA** has established the *Loving Hands Fund* to provide long-term financial support for this ministry.

Funding Purpose/Goals:

- Gardening Tools & Supplies
- School Supplies
- Books & Learning Resources

SECTION B: Multi-Fund Brochure

Primary Endowment Name: *Building Our Future Endowment, The Transformation Fund, Friends of the Region*

About the PRIMARY Ministry (max 2-4 sentences):

In an effort to provide long-term financial sustainability, **FBC of Anywhere USA** established the *Building Our Future Endowment* to support key ministry initiatives including: (List Ministries/Secondary Fund)

SAMPLE MINISTRIES:

Community Outreach, Building & Maintenance, Youth Leadership, Camping Ministry, International Missions, Food Pantry, Pastoral Care, Church Planting, Educational Scholarships, Social Justice, Women's Focus Ministry, etc.

MINISTRY ONE

Ministry Fund Name/Category: Faith In Knowledge Fund (Educational Scholarship)

Funding Purpose/Goals:

The Faith in Knowledge Fund was established to help those seeking to expand their careers, and to also provide an opportunity for recent high school graduates to venture on to higher/tertiary education. This scholarship hopes to assist with:

- Tuition & Fees
- Room & Board
- Books or other educational supplies
- Other (Application, Administrative Expenses)



SECTION C: Brochure Options



Bi-Fold with Tear Off (multi-page option available for Multi-Fund)

Dimensions

Open (8.5 inches x 14 inches)

Closed (8.5 inches x 5.5 inches)

Tear Off (4.25 inches x 3 inches)



Tri-Fold (third panel may be used as Tear-Off)

Dimensions

Open (8.5 inches x 11 inches)

Closed (8.5 inches x 3.75 inches)

Third Panel/Tear-Off (8.5 inches x 3.5 inches)



Vision. Communication. Celebration

This **Structuring Your Fund Marketing** workbook is designed to align your ministry and mission outreach with the vision of your Fund. Its purpose is to help guide your organization through critical concepts to achieve your desired marketing objectives.

You might have a few questions before you proceed, so here are a few of things to keep in mind as your read and complete this marketing workbook.

Q: What are my options for marketing resources and how do I complete this workbook?

A: The Foundation provides two basic options to help you promote your Fund.

These are (1) Single-Fund Brochure and (2) Multi-Fund Brochure.

Sections A and **B** of this marketing guide (see pg. 3) provides you with sample forms for how you might structure your marketing message(s) for these options.

As aligned with **Sections A** and **B** on pg. 3 on pgs. 4-5 of the workbook, we will get to work on structuring YOUR organization's message. If at any time you need clarity, remember to consult the sample forms (**Sections A** and **B**) on pg. 3 of the book.

On pg. 6, **Section C** of this workbook, you will find the layout options that are available for you to choose from.

Q: What if my organization is new to marketing concepts and design resources?

A: The Foundation has great expertise in this area.

Q: Does the foundation offer any other marketing resources for my Fund?

A: The Foundation has great expertise in alternate marketing resources, for e.g. trade banners.

If you or your organization is interested in learning more about marketing resources for your Fund, please contact the Foundation office at 610-768-2035 or abfadmin@abc-usa.org

LET'S WORK TOGETHER TO STRUCTURE YOUR MESSAGE!