

MARKETING YOUR ENDOWMENT FUND

Marketing your endowment fund is very important. People aren't encouraged to give if they don't know where to give and what will happen to their gift once its made. Here are some thoughts to help you market your fund.

Keeping a visual perspective is vital. When you are sending mailings, Newsletters or any publication, include a reminder about your endowment fund. The enclosed materials are provided for just that purpose.

Designs to Build list the many types of gifting vehicles. The Foundation produces the collateral materials that serve as an educational tool to help promote awareness and attract individuals; to arouse interest in the many programs available; to spur the desire to take action and make a living or testamentary gift. This is referred to as the AIDA principle. We can send you a limited supply of brochures for your brochure rack, you are welcome to reprint with your own personalization and use any of the information to reprint in your newsletters.

Insert articles and announcements in your publications. Sample bulletin and pulpit announcements have been supplied and these could be used to announce and promote your endowment in any publication or event. A gift to your endowment is a great witness to someone's faith in God!

Talk about giving or have the Foundation run a seminar on the many topics provided.

Thank donors for each and every gift that comes in and let them know how the gift is helping continue the mission and your activities.

Be Persistent: Do something each quarter to call attention to the fact that you have an endowment fund, and that you want them to give to it through their wills or estate plans.

Be Consistent: Give the same message year in and year out. Make sure that you are direct. Also be regular in your communication. Don't let a quarter pass without some reminder. And when it comes to your publications, the Endowment Fund should have something in EVERY issue.

Be open to possibilities by setting the expectations: There is something for everyone and you need to let them know what is available.