

Marketing is Not a BAD Word

Getting the Stewardship Message Across



A Presentation from the TPF Team.

A little bit about us...



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TODAY'S

AGENDA

1. **Reframing Our Approach**
2. **Generosity Across Generations**
3. **Messaging the Inspires**
4. **Strategies to Stretch Your Reach**



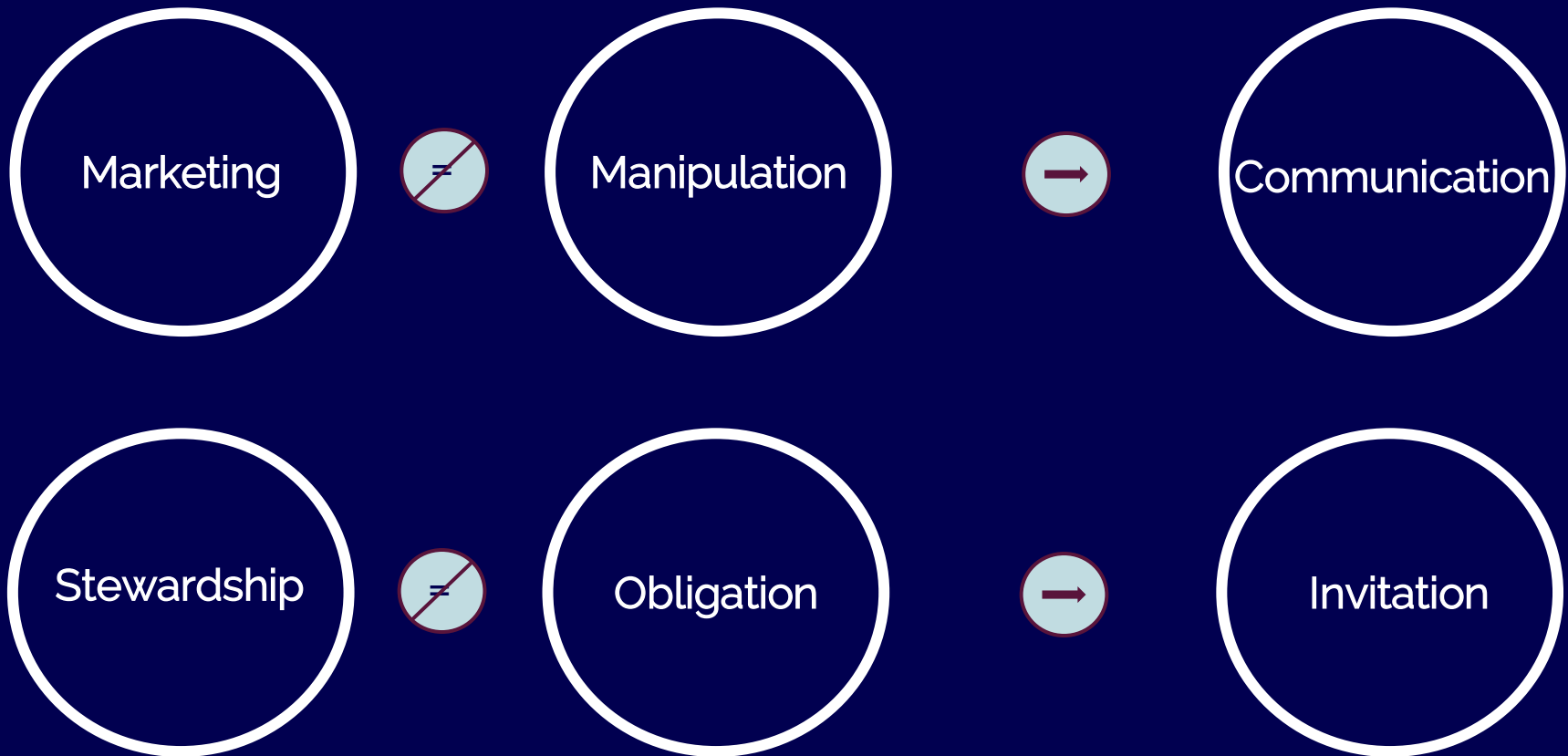
1. Reframing Our Approach



Why Does Talking About Money Feel Hard?

CRINGE *taboo* HESITATE
gauche **Awkard** blanch
Flustered
CRINGE *money talk* gauche **AVOID**
money
bad *uncomfortable*
word **CHURCH**

From Money Talk to Generosity Story



WHY THIS MATTERS TODAY?

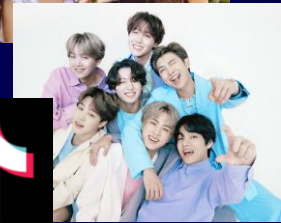


2. Generosity Across Generations

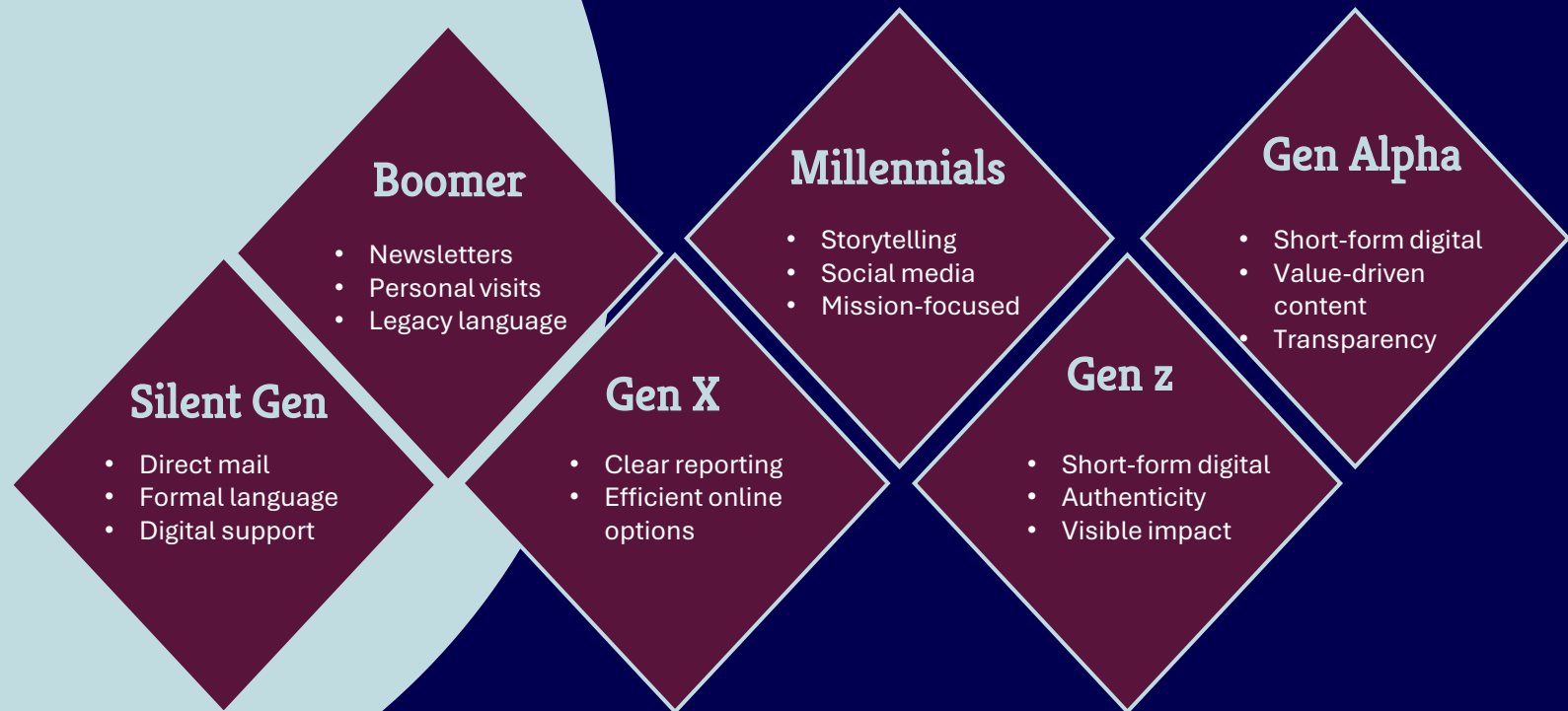


One Message Doesn't Fit Everyone...

We Can Do It!



Communication That Resonates: Reaching Each Group



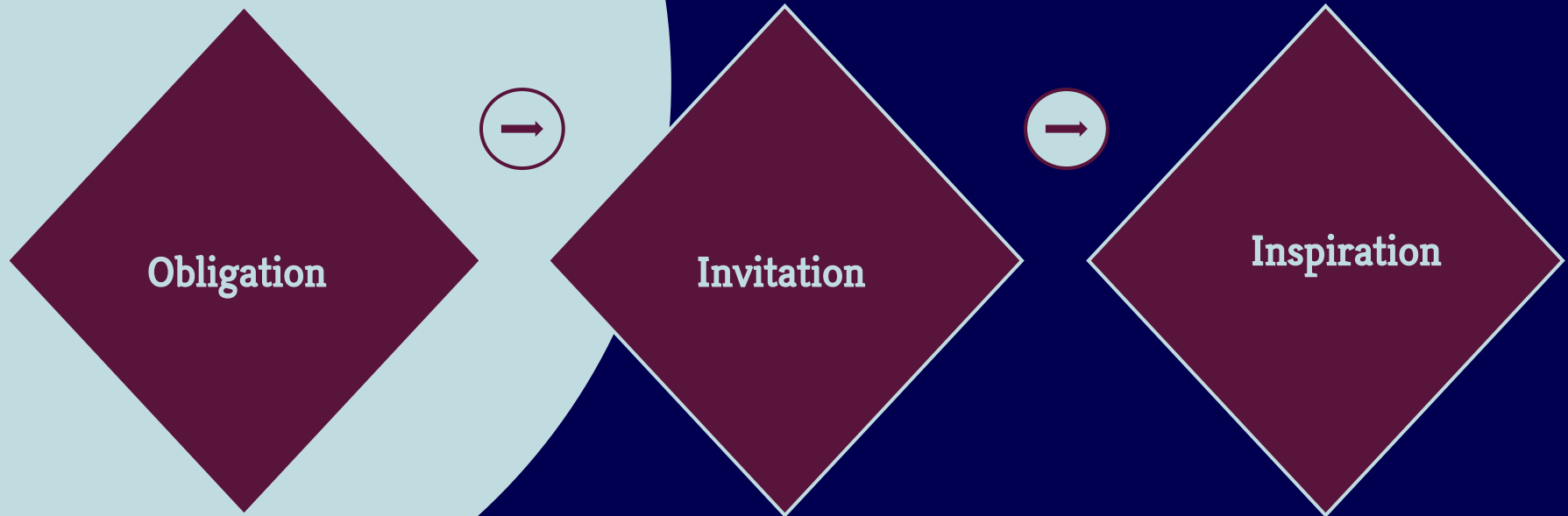
**Generosity is Timeless,
Messaging is Not!**



3. Messaging that Inspires



Communication That Resonates: Reaching Each Group





Key
Challenge:

WHY MESSAGES FALL FLAT

1. Too transactional
2. Too vague
3. Avoidance



Key Focus:

TELLING THE GENEROSITY STORY

1. **Focus on mission, not money**
2. **Show impact: lives changed, ministries thriving**
3. **Use real stories over abstract numbers**



**Inspire Gratitude Not
Guilt!**



4. Strategies to Stretch Your Reach

Your Message Matters!

- Explain the importance of giving.
- Outline the benefits.
- Show the impact.
- Include a call to action.





Generosity

BEYOND SUNDAY MORNING





**When the Message Stays
Inside the Walls...**



Meeting
People

WHERE THEY ARE

- **Social media for younger generations.**
- **Personal notes and calls for older generations.**
- **Website and e-newsletter for all ages.**
- **Short videos and/or testimonials to humanize the message.**



Activate and Connect in the Digital World

- 1. Dedicated landing page**
- 2. Social Media**
- 3. Email**
- 4. Text**
- 5. Blogs**



Track and
Manage

PROGRAM PERFORMANCE

1

Annual reviews

2

Quarterly reports

3

Monthly milestones



Create New Opportunities that Inspire Giving

- Start a birthday fund
- Designate a day of service
- Incorporate Legacy Sunday
- Form a Legacy Society
- Hold an annual Legacy Reception
- Use a moment for mission
- Implement 500 in 5 years



We're here for YOU!

For questions or more information, please reach out to us.

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**Texas Presbyterian
Foundation** **100**
YEARS

CENTURY OF SERVICE, FUTURE OF IMPACT