

How to make your development communications more effective

Keith Ogorek

- Marketing and Advertising leadership roles
- Communication consultant
- Helped lead and develop communications for multiple development campaigns and individuals raising missionary support
- Board member for Christian camp and Advancement committee member for 11 years
- Member of President's Advisory board for Indiana State University
- Worked for companies as small as 11 employees to multi-nationals
- Global Marketing Director
- President, Author Learning Center

Our considerations for today

- How to think about your marketing communications
- The importance and power of images and captions
- God's plans have God's provision
- Telling a compelling story
- Using your time and asking wisely

The Power of the Promise

Effective communication is the foundation for all relationships

- We should be the best communicators and designers as a matter of stewardship
- **Think of your marketing and communication as making and keeping a promise**
- All relationships are sustained based on this interaction

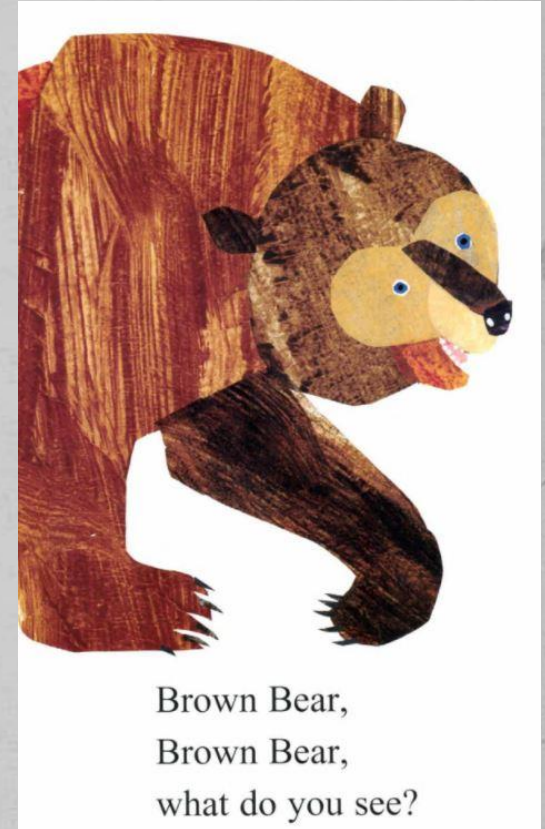
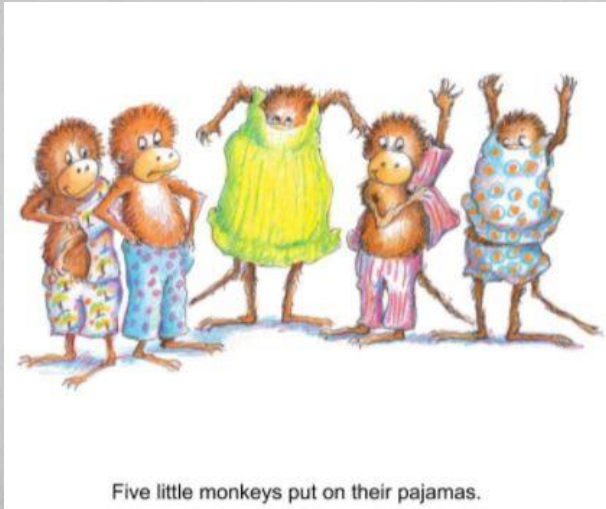
Your Mission vs. your Promise

- **Mission** is what you are doing and why you exist
- Too many organizations communicate their mission
- **Promise** is what you will do for me as an outcome of your Mission
- Understanding the motivations of your audience is critical for making a promise that is compelling, differentiating and true.

Almost no one skips a caption

The importance of images and captions

- How we obtain knowledge
- Children's books
- Image plus captions
- Newspaper and magazines
- Television news and sports shows



Images and captions

- Use your images to tell your story
- Use your captions to tell your story
- Write captions to highlight a benefit instead of telling me what's in the image



Your
image

God's plans always
have God's provision

Exodus 35 and 36

- The mistake most people make is thinking development is about money.
- It is not.
- It is about communicating a vision that stirs hearts and agrees with God's plan for the ministry

How to tell your story

Telling a compelling story

- What was the inciting action?
 - What are you compelled to do about it?
 - What will it take to accomplish that?
 - How can someone play a part in accomplishing that?
 - How does a person respond?
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- Works for individuals and organizations
 - **Evan's before and after letter**
 - **20Forteen campaign**

Update the story as it unfolds

- Provide updates to show what has been accomplished
- Thank people often in person, writing and on calls
- It reinforces they made a good decision to invest
- Let them know what else needs to be done
- Works for individuals and organizations

How to decide your contact plan

- **Segment**
 - Based on giving, size or frequency
 - Involvement
 - Length of relationship
- **Define how you will communicate**
 - Personal visits
 - Group meeting
 - Written communication
- Ask about them. Don't just talk about you.
- Understand what is on their heart and see if it aligns with what you are called to do
- Build in updates and plan for thank you's

Ask for more than just money

- **Giving and support can be done in many ways**
 - Time (Volunteer)
 - Talent (Needs)
 - Treasure (Operational, Capital and Long term)
 - Relationships (Who do you know)
 - Lots of ways to be a part of what God is doing

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Questions?

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