BRANDING AND MARKETING FOR SPECIAL NEEDS MINISTRY

HOW TO LET THE COMMUNITY KNOW YOU ARE THERE TO SERVE THEM
WHY SHOULD YOU MARKET YOUR MINISTRY?

• MARKETING IS NOT A “BAD” WORD.
• YOU ARE MARKETING SALVATION – THAT’S IMPORTANT!
• MARKETING AND BRANDING HELPS YOU
  • FIND FAMILIES TO SERVE
  • RECRUIT VOLUNTEERS
  • ENCOURAGE DONORS TO FUND THE MINISTRY
BRANDING

• NAME IT! MAKE SURE IT’S CREATIVE, MEMORABLE, AND ENCOMPASSES THE HEART OF WHAT YOU DO.

• DESIGN IT! CONSIDER COLOR SCHEME AND DESIGN.

• TAG IT! CONSIDER WHAT’S BEST FOR YOUR COMMUNITY – “SPECIAL NEEDS”, “DISABILITY”, OR NOTHING AT ALL.
HOW DO YOU MARKET YOUR MINISTRY?

• WRITE A MARKETING PLAN!
• BEGIN PAYING ATTENTION TO THINGS THAT ARE MARKETED TO YOU.
• PLAN YOUR TARGET MARKET – THE WAY YOU MARKET TO FAMILIES IS DIFFERENT THAN THE WAY YOU WILL MARKET TO VOLUNTEERS.
• WORD OF MOUTH IS YOUR BEST ADVERTISEMENT!
• USE SOCIAL MEDIA TO BENEFIT YOUR MINISTRY.
GROW SLOW!

- NOT A GOOD IDEA IN BUSINESS, BUT A GREAT IDEA IN MINISTRY.
- ADVERTISE SO THAT YOUR VOLUNTEERS AND DONORS ARE GROWING AT THE SAME RATE OF THE PEOPLE BEING SERVED IN THE MINISTRY.
- CONTROL THE GROWTH AT A STEADY PACE WITH YOUR MARKETING PLAN.
- ABOVE ALL ELSE, SEEK THE LORD IN EVERY STEP OF THE PLAN.