



**SOUTH FLORIDA  
BIBLE COLLEGE  
& SEMINARY**

## **FUNDING OPPORTUNITY: MARKETING**

**DESCRIPTION & BENEFITS:** South Florida Bible College & Theological Seminary (SFBC&TS) has marketing goals to present its amazing undergraduate, graduate, and other educational opportunities to the public. Marketing also promotes student retention via building school spirit, alumni interaction, and facilitates fundraising efforts because of name recognition. Keys to SFBC&TS' marketing include but are not limited to: a robust social media presence; having a premier website; exterior highway billboards and campus signage; purchasing, newspaper, radio and television ads; podcasts; eblasts to the public; and external event sponsorship as further means to advertise SFBC&TS.

**ANNUAL MARKETING GOAL/COST:** \$200,000 (But any amount makes a difference.)

**YOUR GIFTS AT WORK:** SFBC&TS' cost of fundraising is 4 cents on the dollar. The national average is 20 cents. This means 96% of your gifts goes directly to our marketing needs. Our financials are available at our website or listed at Candid-GuideStar where we have the highest Platinum rating.

**RECOGNITION:** Available upon request and can vary with different marketing venues funded.

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