



FUNDING OPPORTUNITY: “THE MESSAGE” NEWSLETTER

DESCRIPTION: South Florida Bible College and Theological Seminary (SFBC&TS) mails a four-page gloss-paper professional monthly newsletter and financial appeal called *The Message* to its supporters quarterly featuring an up to 5,000 new donor acquisition mailing in the fall. When supporters get these letters, they are both informed and moved to act by sending support for SFBC&TS needs. Every issue has a cover story, President’s message, campus happenings, future events and unique information for our supporters. These supporters represent affluent entities primarily based in South Florida who would be positively influence by this underwriting.

UNDERWRITER BENEFITS:

- One exclusive underwriter per issue.
- Issue exterior tag line below the name and address of the mailing recipient.
Example: *This issue was underwritten by XYZ Company.*
- 1/6 Page exclusive advertisement supplied by underwriter.

SFBC&TS BENEFITS:

- The funding of this donor newsletter to zero cost to SFBC&TS making 100% of the funds raised going to program/operating support.
- Underwriting lowers SFBC&TS overall cost of fundraising – something donors look at – and this promotes giving.

COST: \$5,000 / Issue

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