



**SOUTH FLORIDA
BIBLE COLLEGE
& SEMINARY**

FUNDING OPPORTUNITY: "THE MESSAGE" NEWSLETTER

DESCRIPTION: South Florida Bible College and Theological Seminary (SFBC&TS) sends out a quarterly, four-page, gloss-paper newsletter and financial appeal, titled *The Message*, to its supporters. Each issue includes a new donor acquisition mailing of up to 1,000 recipients in the fall. These letters serve to inform and inspire supporters to contribute to SFBC&TS's needs. The newsletter features a cover story, a message from the President, updates on campus events, upcoming activities, and other valuable information tailored for our supporters. These supporters mainly consist of affluent individuals and organizations based in South Florida who would greatly benefit from and be positively influenced by this opportunity for underwriting.

UNDERWRITER BENEFITS:

- Only one exclusive underwriter per issue.
- The underwriter's name will appear on the exterior of the issue, below the recipient's name and address. For example: *This issue is underwritten by XYZ Company.*
- A 1/6-page exclusive advertisement provided by the underwriter.

SFBC&TS BENEFITS:

- The underwriting of this donor newsletter ensures zero cost to SFBC&TS, meaning 100% of the funds raised will directly support programs and operations.
- Underwriting reduces SFBC&TS's overall fundraising costs, which is a key factor donors consider, ultimately promoting increased giving.

COST: \$2,500 / Issue

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