



Marketing for Churches and Ministries

William Winston, Robert E Stevens, David L Loudon

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This comprehensive new book is the first guide to applications in marketing concepts in church and ministry services. Demonstrations of marketing concepts and techniques for effectively meeting the needs of constituents dispel any negative connotations about marketing religious organizations. Straightforward presentations of basic marketing principles emphasize their use in churches or ministries. This invaluable book features two complete marketing plans--one for churches, one for ministries--as examples to use in developing your own marketing plan. Marketing for Churches and Ministries addresses:

- what marketing is and is not. It describes how marketing can be successfully used as a tool by a church ministry.
- constituent analysis, showing how analyzing needs is the starting point in planning.
- the steps involved in marketing planning.
- program decisions needed to develop an effective program.
- communications programs and tools and how to use them effectively.
- how to obtain contributions and services of contributors. An excellent introduction to the marketing of churches and ministries, this volume blends sound theory with practically oriented instruction to facilitate the application of these principles to individual organizations. The definition of marketing in this helpful book is based on a system of voluntary exchanges and will assist you in analyzing the needs of constituents, developing programs to meet these needs, providing programs at the right time and place, communicating effectively with constituents, and attracting the resources needed to underwrite the activities of the organization. Church administrators and pastors will find Marketing for Churches and Ministries a practical tool for applying marketing strategies to their ministries while undergraduate students majoring in church administration will find it useful as an introduction to the marketing of churches and ministries.

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This Marketing for Churches and Ministries book is not really ordinary book, you have it then the world is in your hands. The benefit you receive by reading this book is actually information inside this e-book incredible fresh, you will get details which is getting deeper you read a lot of information you will get. That Marketing for Churches and Ministries without we understand teach the one who looking at it become critical in pondering and analyzing. Don't end up being worry Marketing for Churches and Ministries can bring any time you are and not make your bag space or bookshelves' come to be full because you can have it with your lovely laptop even telephone. This Marketing for Churches and Ministries having excellent arrangement in word and layout, so you will not sense uninterested in reading.

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