



*Marketing & Delivery to Faith-
Based Organizations as
Partners*

NCR Urban Extension Conference

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Milwaukee Hyatt Regency



Reaching Urban Audiences with Faith-Based Partners

- Marketing & Delivery to Faith-Based Organizations as Partners
- Experiences in Garfield Park and Austin neighborhoods on Chicago's Westside
- Three FBOs in 2008
- Economic Development Series on funding and starting small enterprises

Faith-Based Organizations (FBOs)



- Churches – Christian
- Mosques – Muslim, Islamic
- Synagogues & Temples – Jewish
- Other FBOs – Multi-denominational
- Not-for-profit Affiliates of FBOs



Why Consider Faith-based Partners for Urban Extension

- FBO Have Historical Values:

- To care for people
- Bring resources to neighbors/neighborhoods
- To be activists for econ. development & civil rights

- Respected as Institutions as:

- Safe Locations
- Trusted Resources
- Valued Information
- Congregations rely on for advice & education



How to Begin Working with a Church or Faith-Based Org.

- Introduction by a member of the congregation or a community leader
- Start at the top, meeting with the Presiding Pastor or Senior Minister
- May be ask to work with a member of the Deacon Board, Church Elder or a Minister of Education or Outreach



Learning about Your Faith-Based Partner – Ask About:

- Church 's history in that location and the community
- Congregation size, age and residences
- Economic means of congregation
- Services times and weekly & seasonal schedules – availability for programs
- Types of ministries and/or NFPs



Urban Faith-Based Not-for-Profits as Social Enterprises

- Low-income Housing Development
- Child Day-Care
- Schools & Academies
- Nursing Homes for the Elderly
- Shelters for Homeless & Unemployed
- Food Pantries & Soup Kitchens
- Immigrant & Multi-Lingual Ministries



Understand In-Kind Resources Available for Programming

- What area of the FBO facility can be used for classes and seminars
- Parking & security issues
- Food or refreshments
- Volunteers to assist
- Marketing of Extension's Program



Ways a Church FBO May Help Market Your Program

- Anticipate being Given a Public Introduction before the congregation
- Possible opportunity to speak about your program from the pulpit
- Lobby Registration space with table, following services over a period of two to three weeks



Additional Communication Tools for Marketing

- Weekly church bulletins and newsletter
- Church website
- Church TV or radio broadcast
- Church-produced video “commercial”
- A kick-off class or related special sermon



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The Garfield Park and Austin Neighborhoods

- 4 to 7 miles west of downtown Chicago Loop
- 94% African-American today
- Modest pre-war brick housing
- Cluster of CHA projects
- Physical Deterioration
- 2/3 out-migration from 1950 to 2000



The Community Needs Due to Loss of It's Economic Base

- Absence of industry & business for employment, jobs and training
- Lack of retail stores
- Leakage dollar spent outside the community
- Crime, drugs, gang violence
- Youth unemployment, High School drop outs , teenage pregnancy

Designing a Needs

Assessment which Tells More

- Objective - To identify interests within your field of program offerings
- 1-page flier – Reply by checking boxes
- Business Best Practices thru a 5-week series, Writing Your Business Plan + general topics
- Understand participant experience & computer access and skills

What Story Does Your Needs Assessment Tell

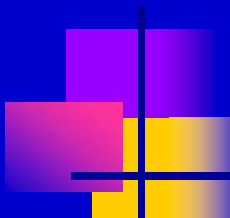


- 19 had not read, nor written a B-Plan, 5 had read only and 3 had begun writing
- 21 were considering start-ups biz
- 6 wanted to start non-profits
- 1 had 20 years self-employed and 6 had 2-9 years
- 16 had access to computers and 8 were uncomfortable and did not have



Additional Needs for Future Extension Programs

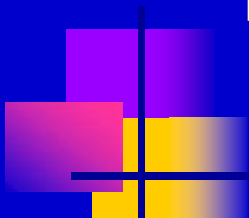
- Of 9 additional economic development topic choices, the tops three were:
 - Grant Writing & Fundraising
 - SBA Financial Products & Services
 - Franchise Business



Examples – 3 FBOs

- ARISE Entrepreneurs Network – at Garfield Park Baptist Church
- Truth & Deliverance International Ministries & Marketplace
- CEASE – at Advocate Bethany Hospital Community Room

Program Outcomes - Year 1

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- 120 Needs Assessment Completed
 - 516 adult participants attended business classes:
 - Intro. to the Business Plan and Its Uses
 - Business Organization Types
 - Competitor & Market Analysis
 - Financial Analysis, Ratios and Forecasts
 - Annual Action Plan
 - Foundation Funding Sources for Nonprofits
 - Government Grants & RFPs
 - Borrowing Basics for Small Business



Challenges

- Topics in business development have long learning curves & hand-holding
- Sometimes the lesson learned may mean, deciding not to become an entrepreneur or
- Becoming a non-profit volunteer before starting one



Further Challenges

- Reading and literacy issues mean not everyone can fully apply the lessons learned
- When the need is deep, your partner may want you to stay indefinitely



Opportunities

- FBO mission focus parallels urban Extension programs and resources
- Members/congregations are a willing and interested audience for relevant curriculum
- FBO audiences reflect the diversity of urban demographic and match our target markets



Resources & References

- The Electronic Encyclopedia of Chicago: 2005 Chicago Historical Society; 2004 The Newberry Library; Entries: East Garfield Park and Austin: <http://www.encyclopedia.chicagohistory.org>
- “Madison retail initiative open for business”; Ed Finkel and Patrick Barry; LISC Chicago’s New Communities Program; November 20, 2007.



Resources & References

- Child Protective Services: Working with Churches; Suzii Paynter, Director of Public Policy, Christian Life Commission; office phone (512) 473-2288; suzii.paynter@bgct.org
- Seven Key Questions for a Good Church-Nonprofit Relationship; Adapted from Starting a Nonprofit at your Church by Joy Skjegstad, The Alban Institute, 2002.

Marketing and Delivery to Faith-Based Organizations as Partners



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