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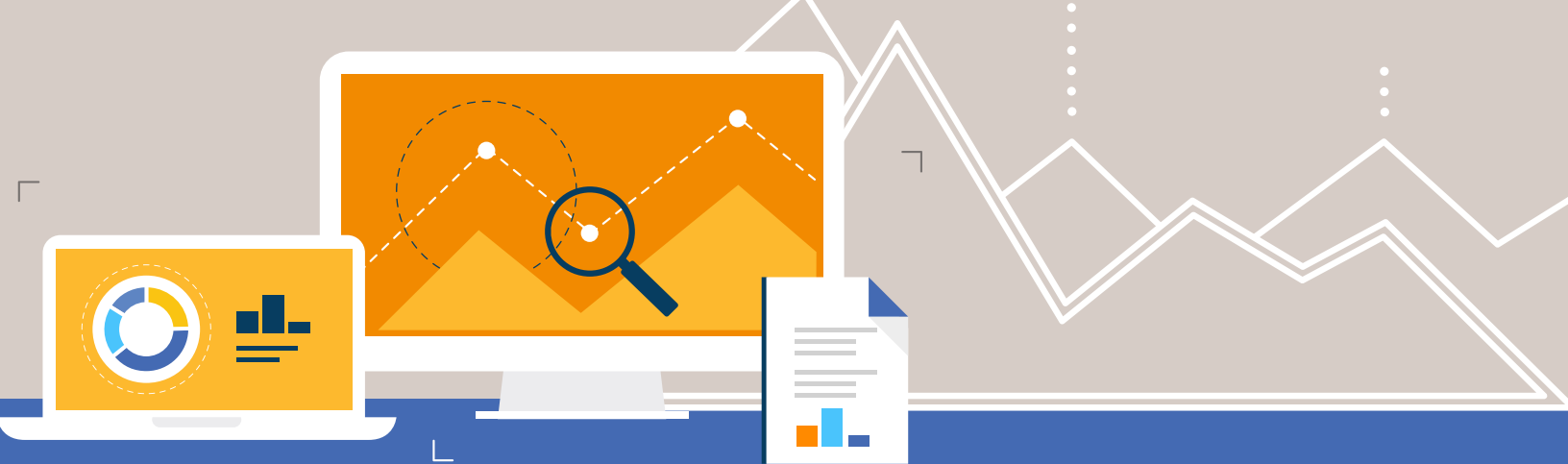
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7 FUNDRAISING METRICS

Every Nonprofit Should Track

By Darrell Law

When it comes to determining the effectiveness of your nonprofit or ministry fundraising program there are **SEVEN FUNDRAISING PERFORMANCE INDICATORS** that can objectively show you how well you're doing.

Without these indicators, you are unable to identify areas of success and areas that need attention before things get worse.

While there are many more metrics to be measured and managed, I have compiled a list of my top 7 fundraising **Key Performance Indicators** (KPIs) that I believe are essential to monitor the overall health and effectiveness of your fundraising program.

1. Donor Growth (Year-Over-Year)

With donor growth you need to look at

the increase in the number of donors. You definitely want to see steady growth in the number of individuals who support your ministry or nonprofit year-over-year. If this indicator is negative, this shows a significant problem that needs to be addressed promptly.

2. Gifts Received

This indicator is simply the number of gifts your organization received within a defined time frame (e.g., month, quarter, or year). If you notice that your number of gifts drops during a specific time of the year, then you can implement initiatives to counter the trend. Gifts received should grow year-over-year as well.

3. Average Gift Amount

One of the best ways to improve fundraising results is to increase the average gift amount of the donations you

receive. To calculate average gift size, divide your total revenue by the number of gifts you received for the same time period. It will also be insightful to calculate your average gift size by channel (social, direct mail, phone, television, online) or by campaign.

4. Donor Retention Rate

Donor retention rate is the percentage of donors who are repeat givers year-over-year. Gaining new donors is always costlier

frequency of giving, or increase the number of donors who will give recurring gifts.

6. Cost of Donor Acquisition

Finding new donors is an ongoing and necessary part of fundraising because you need a consistent flow of new donors if only to replace those donors who leave you every year. Unfortunately, donor acquisition campaigns almost never make money, so you should not evaluate your

Without these indicators, you are unable to identify areas of success and areas that need attention before things get worse.

than cultivating existing ones, so you need to track the percentage of donors who continue to donate to your cause after the first year.

Let me give you a good example of why you need to look at all the metrics to get an accurate assessment. Let's say your nonprofit had 20,000 donors last year and 25,000 donors this year. This can appear that you are doing a fantastic job with donor growth. However, if you lost 5,000 donors this year but gained 10,000 first-time donors, then your acquisition numbers look great, but there's definitely a donor retention problem.

5. Recurring Gift Percentage

You'll want to track the percentage of donations that are recurring gifts from donors who give multiple times. If you can confidently expect that you'll continue to receive those gifts and recognize where those gifts are coming from, you may be able to leverage that information and begin a small, targeted campaign to increase gift amounts, increase the

efforts on ROI%. You need to monitor how well your acquisition campaigns are doing by comparing the acquisition cost per donor by each campaign. The profitability occurs when new donors turn into recurring donors and give multiple gifts.

7. Conversion Rate by Channel

This indicator tells you how many donors took an action when prompted by your organization and where they took the action. It's very helpful to look at donation conversions by channel (social, email, direct mail, TV, radio, etc.) The conversion rate will indicate which efforts are more responsive compared to others. **i**

About the Author



Darrell Law
VP | Chief Growth Officer

Darrell is a 20-year veteran leader of a multi-campus megachurch and international television and radio broadcast ministry. Darrell specializes in maximizing results out of limited resources.

THE ROLE OF CONTENT MARKETING *For Nonprofits*

By Jill Strittmatter



Content marketing effectively attracts people and sets you apart from other nonprofits. Think of it as storytelling—telling stories about what your nonprofit stands for. People want to read content that educates, entertains, and inspires them. If you create your content correctly, your audience will see your human side and the need to support your organization.

Overall, your goal is to create awareness rather than ask for donations right now. When you share stories that highlight the positive consequences of your work, those stories evoke emotion, which can make people feel much closer to your nonprofit.

How do you want readers to feel when they encounter your organization's content? Energized? Empowered? Empathetic? Maybe you want them to feel angry and ready to fight the ills and causes alongside you. Perhaps you want them to feel hopeful about the cure you present and encouraged to join your movement.

content that gives knowledge and shares information tends to be evergreen. Make plans to repost it, to draw people's attention to it again at a later time.

When you tell stories through your content, be open and honest. This will help you create powerful stories that will touch and move your audience. Be personal and relatable so your audience can better understand your nonprofit and your mission.

Always remember, quality over quantity. Do not drown your audience in content that offers no value for them. And use as many visuals as possible. People love visual storytelling, so that is why video has ranked as the number one form of media for a few years. Content marketing strategies also frequently include blogs, infographics, and case studies.

But even with a careful emphasis on visual storytelling, you cannot cater content to someone you do not know. Pursue an

OVERALL, YOUR GOAL IS TO CREATE AWARENESS RATHER THAN ASK FOR DONATIONS RIGHT NOW.

These nuances should be clearly identified and codified with specific examples in your content marketing strategy. Your voice and tone will need to be carried through every single one of your content channels by everyone who writes for you.

Whether your goal is to recruit more volunteers or donors or build a pipeline of talent, you will want to leverage content to build your email list.

What type of content should you create?

Work to create evergreen content—what will never be irrelevant to your audience, no matter how much time passes. In general,

understanding of the people who serve as your ideal donor or ideal volunteer.

How do you promote and measure your content marketing?

You primarily promote your content through social media, email marketing, and native advertising. The term *native advertising* refers to the use of paid ads that match the look, feel, and function of the media format in which they appear. You can research specific demand-side platforms that offer native advertising placements.

In general, potential supporters or volunteers should not feel forced to donate or volunteer

on the spot. Instead, as noted already, you want to create awareness. In this case, subtlety is the key to success.

However, you *should* include a call to action, such as to sign up for an email or follow your social media account. When someone responds, we call that a “conversion.” As you provide consistent and quality content, people will feel as if they have connected with your nonprofit and will more likely respond positively to your calls to action.

Content marketing might *feel* subtle, but it bears measurable results:

- Content marketing efforts can double average site conversion rates. (Source: HubSpot)
- Expect conversion rates of roughly six times higher than with any other digital marketing strategies. (Source: ABG Essentials)

A good content marketing strategy can help your organization increase general awareness, appear closer to the top of search results,

and ultimately help you attract more donors, volunteers, and other supporters.

An *excellent* content marketing strategy, on the other hand, will take awareness to the next level: ensure that the people you encounter can engage with your organization on a deeper level and are driven to take action to help you achieve your mission. [i](#)

About the Author



Jill Strittmatter
Client Success Manager

Jill joined Infinity Concepts with over 20 years' experience in marketing and project management. She has worked for several large publishers, focused on sales and digital ad operations. Her extensive background in digital marketing includes content marketing, as well as search, social, and targeted display.

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5 TIPS

for Targeting

DIGITAL FUNDRAISING ADS

By George Konetes

According to an old advertising mantra, you want to reach the right people with the right promotion at the right time. That goal has not changed. What has changed significantly, however, is how you reach that goal and how many digital options you have for doing so. Targeting is one of the most nuanced parts of the marketing process today. To spend your budget as efficiently as possible, you must find the right people.

Many organizations pursue a cause so universal that just about everyone could be considered their target audience. Yet a broad appeal to a broad audience will rarely elicit the strongest response. The more you can narrow your audience to those most likely to embrace your specific message, the more efficiently you can spend every advertising dollar.



Here are five tips for targeting your digital fundraising ads:

1. Know your budget – Adhering to your advertising budget becomes a balancing act between scale and specificity. If

3. Find people who are active – It is not enough to target audiences and groups who are the right type of people; you also want to reach users active in specific interests tied to what you have to offer. Say you wish to promote a unique type

When it comes to anything advertising-related, remember: specificity converts.

your budget is small, try to target the narrowest niche audience. Even with a substantive budget, consider targeting multiple niche audiences rather than one broad group.

2. Embrace that less is more – As noted above, to casually aim at 100 million people with your fundraising ad will usually produce poorer results than to carefully target 1 million people. That 100 million people may care about your cause, but you want to find the 1 million who care the most.

of coffee to raise money for sustainable agriculture. If given the choice between targeting people with an interest in coffee and targeting people with an interest in coffee taste testing, pick the latter. Their interest demonstrates activity, so they are more likely to try the new coffee.

4. Trade good for best – Do more than find a good audience. Push deeper and keep looking for the best audience. If you want to promote a women's ministry, then target women. True, men may refer the ministry to women, but women are

more likely to take action on the ads. And since dollars are limited, you want to reach the best audience with the fewest dollars. Do not be afraid to eliminate good audience segments to focus on the best segments.

5. Learn from your targeting – The more testing you do, the more you will learn about who responds to your organization and to similar causes. The more you learn, the more efficient you can be when you start your next campaign. A mistake made today should be a mistake prevented tomorrow.

The Final Step

When it comes to anything advertising-related, remember: specificity converts. The more specific you can be with your message and your targeting, the more likely you will convert users into donors. Once you find the best and most specific targeting options, do not forget to review your message to make sure it resonates with and speaks directly to your final audience. Things can drift over the course of building a campaign; you don't want to develop the perfect targeting but then send a message geared to a general audience.

Your work matters, a lot. If you can get the right message to the right people at the right time, you will find and cultivate new champions for your cause. **1**

About the Author



George Konetes, PhD
Director of Client Success

With a Ph.D. in communications media and instructional technology, George intuitively grasps how to use media to impact audience behavior. Guided by data-driven insights, he specializes in implementing strategic plans that produce desired outcomes, with a focus on both efficiency and efficacy. He also oversees the client success department to ensure strategic implementation and successful results for all clients.



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MARKETING **MUST ADAPT** TO CHANGING TIMES

By Paul McDonald

When we encounter change, we find ourselves forced to adapt in ways that might not have been our first choice. In times of cultural change, advertisers, too, must adapt in order to continue to make their products relevant to their consumer base.

When faced with a challenging situation, however, marketers too often pull back and

will you miss new customers, but you are likely to lose existing ones as well. Therefore, when faced with a limited budget, focus on how you might engage existing customers in the short-term, until you can return to your previous spending levels.

Stay the course with your budget levels, if you can. Then, consider how some current

IN TODAY'S CHANGING TIMES, MARKETERS CAN NO LONGER THINK OF ANNUAL PLANNING AS "SET IT AND FORGET IT."

either cut or eliminate advertising. When you choose this route, your business can take a long time to recover its previous level of sales, which puts long-term revenue at risk, even as much as an 11-percent decrease in one year.

A decrease in marketing reduces top-of-mind awareness for your organization. Not only

trends in advertising might influence your future advertising spends.

Omnichannel advertising. Now more than ever, marketers should advertise across multiple channels. Repetition is key, and with more audience fragmentation, this still gives you a chance to reach your audience in different ways at different times. When

choosing the various channels in which you want to invest, consider:

- Marketing strategies should be seamless across all touchpoints.
- In addition to paid media, owned and earned media play an important role in customer experience.
- Although more spending is moving toward digital, be aware that the digital landscape is evolving, and measurement capabilities need to catch up to these new realities.

Addressable advertising. Americans increasingly use their TVs to connect to the Internet for programming or rely on streaming services on any number of devices. With addressable advertising, you can tailor specific ads to your audience in these households. This technology is now also becoming more available with linear television.

The full advertising journey. Typically, data collection has occurred at point of sale. And this first-party data continues to increase in significance. After all, brands must understand their consumer base and develop and maintain meaningful relationships with them. In addition to the point-of-sale collection, however, now you must also explore new opportunities along the entire journey that consumers take with your brand. Thus, your media plans must be dynamic. Adjust them regularly to reflect new data about changing needs and habits as you follow the changing landscape of the consumer's experience.

In today's changing times, marketers can no longer think of annual planning as "set it and forget it." Rather, you must learn to adapt. But no matter the size of your company or budget, keep your eye on current advertising trends and creatively leverage your assets to continue to reach and grow your audience. [i](#)

About the Author



Paul McDonald
Media Strategist

Paul is the original employee of Infinity Concepts and our resident media wizard. He spends his days diligently putting together the best possible deals on media buys for our clients. At Infinity Concepts, Paul strives to work each day in a way that furthers the glory of God. It is evident in his patience and steadfast commitment to each and every project.

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WHAT HAPPENED TO *Generosity?*

By Mark Dreistadt





Infinity Concepts recently partnered with Grey Matter Research to conduct research on various topics about evangelical Protestant Christians.

Researchers define “evangelical” in different ways. As a result, this segment might represent 7%, 23%, or 35% or more of American adults. For this study, we considered an evangelical to be someone who agrees strongly with all four of the following theological positions:

- The Bible is the highest authority for what I believe.
- It is important for me to encourage non-Christians to trust Jesus Christ as their Savior.
- Jesus Christ’s death on the cross is the only sacrifice that could remove the penalty of my sin.
- Only those who trust in Jesus Christ alone as their Savior receive God’s free gift of eternal salvation.

This is the definition favored by the National Association of Evangelicals. We further limited our study to evangelical Protestants who represent 23% of American adults, or about 59 million people.

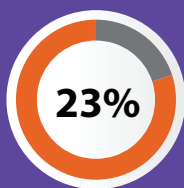
One of these studies—**The Generosity Factor: Evangelicals and Giving** (available at infinityconcepts.com/research-reports/)—looked specifically at the giving habits of evangelical Protestants. **We discovered interesting information that caused us to ask the question ...**

What happened to generosity?

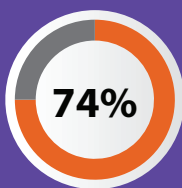
While many evangelicals are truly generous, it appears that, overall, the evangelical population is not. Consider these insights:

- **Only 13% of evangelicals give anything close to a tithe.** This means that 87% of evangelicals give substantially less than 10% of their income for any charitable or ministry purpose. In fact, the average evangelical gives about 4% of income to church and charity combined.
- **Seventy-four percent (74%) of evangelicals give to church.** Of course, this means that 26% do not support any church. The fact that one out of four evangelicals

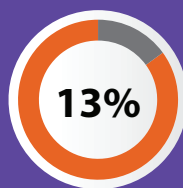
Evangelicals and Giving



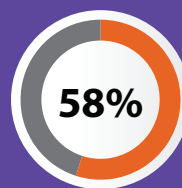
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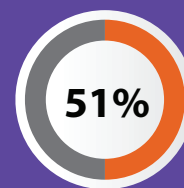
OF
EVANGELICALS GIVE
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OF
EVANGELICALS GIVE
TO CHARITY (OUTSIDE
OF THE CHURCH)



OF
EVANGELICALS GIVE
TO BOTH CHURCH AND
CHARITY

do not give to church is not surprising, given the fact that 20% of evangelical Protestants typically attend church less than once a month (9%) or not at all (11%).

- **Fifty-eight percent (58%) give to charity** (*nonprofits or ministries outside of the church*). This includes a wide range of charities from media ministries to mission groups and local initiatives to global organizations, and a wide range of causes from pregnancy care centers and humanitarian aid to education and evangelism.
- **Evangelicals who give to charity annually support an average of 3.8 separate nonchurch organizations.** Those who give to charity tend to give to multiple organizations over the course of a year. Some give recurring donations or monthly support, while others give single gifts to specific projects or needs. Twenty-eight percent of evangelicals give to five or more charities annually.
- **Fifty-one percent (51%) of evangelicals give to both church and charity**—with the average evangelical who gives to both giving 71% of donated money to the church and 29% to various charities.

One of the most startling insights we uncovered: While 81% of evangelical Protestants give to the church and/or charities, one out of five evangelicals (19%) give no money at all to any church or charity. Not a penny.

What happened to generosity?

A full 81% of evangelical Protestants give some money to the church and/or charities. But how much they give—the level of their generosity—is a second conversation. Consider this:

- **Half of all American evangelical Protestants give less than 1% of their household income.**
- Over the past 12 months, the average evangelical gave \$1,923 to church and \$622 to charity for a grand total of \$2,545. However, this includes many who gave nothing at all.
- If we just consider those who donated only to church or only to charity over the past 12 months, **the average giving to church was \$2,603 and the average giving to charity was \$1,067.**

Higher Giving Is Linked to How Spiritually Engaged Evangelicals Are

ACTIVITY	HIGHER GIVING %
WEEKLY BIBLE READING	399%
CHURCH ATTENDANCE	306%
SMALL GROUP	159%
ONLINE BIBLE STUDY	112%

Averages are one thing, but the median may provide a more accurate reflection of a “typical” giver. The median is the

Perhaps as we become more spiritually aware of God’s great and continual provision, we become more willing to share our blessings

While many evangelicals are truly generous, it appears that, overall, the evangelical population is not.

mathematical midpoint of a group—the point at which half are above and half below. If we look at givers only, the median for church giving is \$800 per year and the median for charities is \$300 per year.

What happened to generosity?

Perhaps we have lost sight of the promise of God from Proverbs 11:25:

A generous person will prosper; whoever refreshes others will be refreshed (NIV).

Or the words of Jesus Himself, who said in Luke 6:38:

Give, and it will be given to you. A good measure, pressed down, shaken together and running over, will be poured into your lap. For with the measure you use, it will be measured to you (NIV).

And, of course, Paul taught in 2 Corinthians 9:6:

But this I say: He who sows sparingly will also reap sparingly, and he who sows bountifully will also reap bountifully (NKJV).

Fortunately, the data also revealed a silver lining:

The percentage of evangelicals who give increases significantly among the spiritually engaged. Specifically, giving is higher among those who read their Bible at least once a week, attend church at least once a month, regularly study the Bible online, or are part of a small group.

with others. Just look at the difference in the amount of money given by evangelicals who are spiritually engaged compared to those who are not:

- Weekly Bible reading: 399% higher giving
- Church attendance: 306% higher giving
- Small group participation: 159% higher giving
- Online Bible study: 112% higher giving

So let us encourage one another in our faith. Let us embrace the promises of God and put them to work in our lives.

May the Lord restore a spirit of generosity in His people.

May His great love for us unleash our love and passion for others. May we generously give of our time, talent, and treasure in gratitude for the gift of eternal and abundant life the Lord has so generously given to us. [1](#)

About the Author



Mark Dreistadt
Founder, President & CEO

Mark has a long and distinguished history of transforming organizations through his strategic counsel, innovation, and blended approach to branding, marketing, advertising, fundraising, and media.

First Impressions

Why a Press Kit Is Important

By Karen Hepp

Consider the well-known adage: “You only get one chance to make a first impression.”

One.

First impressions can make or break an individual or organization in the opinion of the media or target audience.

What kind of first impression does your organization make on those in your circle of influence, the media, or stakeholders? A quick Google or social search of your organization will shed light on your organization’s story.

But is it the story you want to tell?

One of the best ways for you or your

organization to make a strong first impression is with a digital press kit. A press kit provides the most important facts, figures, and clear definition of your overall brand and message. It allows you the opportunity to build trust and credibility and, at the same time, share the most important aspects of your message—all in one place.

Consider your press kit to be your own story in your own words.

Digital press kits serve as a common piece of the public relations puzzle—highly effective in overall PR strategy. A press kit gives your organization control of your brand’s narrative. It allows you to highlight all the information that the media might want or need to develop a story or schedule an interview.



Your press kit should include the following items:

- **Organization media contact information and/or spokesperson(s).** Who will be the face of your organization? This should be someone or a group of people who are professional, effective communicators with the availability for interviews and other requests.
- **Organization background/brief history (boilerplate information).** Treat this like an “about us” section. Keep it brief but be sure to capture all key information on the who and what of your organization.
- **Leadership bios and headshots.** Often this person or group of people will also serve as a spokesperson. However, it is important to highlight the key players in your organization even if they prefer to stay more behind the scenes. After all, an organization is more than its mission or products; it is also its people.
- **Organization logo.** This will help keep information on-brand.
- **Social links.** Be sure to include a link to all web and social channels or anywhere your organization has an online presence. Make it as easy to access your information as possible.
- **Organization/product/service fact sheet.** This will include your mission statement, organizational values, and products or services provided.
- **Link to recent or important press releases.** Include a news section on your website, where you provide a link to all the news,

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press releases, and current events. This would include new product releases, additions to staff, or special events.

- **Industry awards and noteworthy press coverage.**

List all awards your organization and leadership have received as well as links to published articles or mentions.

First impressions can make
or break an individual or
organization in the opinion of the
media or target audience.

- **Video links to past interviews.** This is especially important if you want to pitch for spokesperson interviews. It will give the media a feel for their energy and communication style.

Post the digital press kit on your organization's website to make it easily accessible. Then, create a condensed PDF version to email or print as requested. Keep it current and update often, tailoring when needed for a specific audience or to promote a special event.

Keep your online press kit current and up-to-date by adding links to current coverage or interviews. Also, update leadership bios as your staff changes, highlight all upcoming events or new product launches to keep current with your overall brand.

Remember, first impressions matter. Tell your story the right way—*your way*—the first time. **i**

About the Author



Karen Hepp

Public Relations Specialist

Talented and efficient, Karen wears multiple hats. She supports the account services team and handles a variety of tasks on behalf of our clients. Additionally, Karen serves as part of our public relations team, striving to gain positive exposure for our clients and their ministries or organizations.

Why You Should Keep a FUNDRAISING CALENDAR

By Andy Walker



Thomas Edison once said, “Good fortune is what happens when opportunity meets with planning.” Unfortunately, organizations often fail to plan ahead—and not just for new opportunities, but for the routine fundraising opportunities that occur every single year.

#GivingTuesday. Christmas. End-of-Year Giving. Your Annual Gala. The list goes on ...



Even though these events and seasons happen annually, they still seem to sneak up on you. Before you know it, you have missed out on opportunities to fundraise and promote your organization.

- **Strategic planning.** Now that you can see the big picture, you can strategically plan how your fundraising communications can work together to help you maximize your opportunities.

Get ready to discover how a simple fundraising calendar can enhance all your marketing opportunities.

If this scenario feels familiar, you are not alone. If you constantly find your organization in a pattern of reactivity instead of proactivity, one simple tool can serve as a game changer: a fundraising calendar.

Doesn't sound revolutionary, does it? But you will be amazed at the impact a well-developed calendar can have on your organization's efforts to reach its fundraising and marketing goals:

- **Big-picture thinking.** A fundraising calendar allows you to map out key fundraising opportunities throughout the year and gain a clear vision for your fundraising communications!

- **Creativity.** Believe it or not, the constraints of working within a calendar will force you and your team to think outside the box.

Ready to get started?

Consider these four simple tips for developing a fundraising calendar:

1. Identify all the key fundraising seasons and dates for your organization for 2022 and mark them on the calendar.
2. Write down the date when each fundraising and marketing touchpoint should be received by your audience (direct mail appeals, email appeals, Facebook campaigns, etc.).

3. Work backward to pinpoint the latest date when planning might start, to brainstorm those assets.
4. Note appropriate due dates for the assets each touchpoint needs (letter copy, graphic design, etc.).

Keep in mind: Your fundraising calendar is a living document. While the touchpoints and dates may shift, your organization now has a clear road map, with established due dates, for all your major campaigns and fundraising seasons!

The final step? Keep this calendar visible for all team members.

I always found it helpful to use a large dry erase wall calendar, plus add the key dates to a shared Google Calendar with my team.

So, print it out, hang it up, make it your computer background—whatever works. Just make sure it does not stay buried in a stack of papers or in a file on your computer. Get ready to discover how a simple fundraising calendar can enhance all your marketing opportunities. [i](#)

About the Author



Andy Walker
Director of Integrated
Communications

With over a decade of specialized experience, Andy loves helping people remove the stress and hassle of marketing their organization.



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Twenty Years of Innovation



By Mark Dreistadt

What does it take to build a premier Christian brand communications agency that serves clients not only across America but also around the globe? Consider the story of Infinity Concepts.

A Big Idea

During my early career, I led multiple businesses and ministries, with an emphasis on marketing and media. When needed, I hired agencies and consultants to help with challenges and overall growth. I found, however, that I often had to wade through conflicting counsel.

I saw the need to create a new kind of agency that was more comprehensive and in tune with client objectives. I believed there would be no limit to God's blessing if I could provide organizations with help in two specific areas:

- strategic thinking to best fulfill God's calling
- expertise in the specialized fields of branding, marketing, fundraising, and media

That was my vision for Infinity Concepts—a new kind of agency, one built to meet those two needs via four key objectives:

- 1. Offer all agency disciplines under one roof.** At the time, most organizations had to hire a different agency for each discipline: fundraising, public relations,

major donor cultivation, media placement, creative, etc. I saw a need for an agency that better inspired people to take action by offering continuity of thought and strategy across all disciplines.

- 2. Build memorable and consistent brands.** Most organizations then—and now—have unfocused and ineffective brands. Infinity Concepts could help clients build the brand needed to meet strategic objectives in innovative ways.
- 3. Provide an integrated communication ecosystem.** With Infinity Concept's help to focus on consistent brand messaging across all platforms, organizations would no longer unwittingly communicate different messages through different channels.
- 4. Help clients say the right things, to the right people, in the right way, at the right time.** This new agency would work hard to understand a client's desired audience, go where they are, and speak their language.

This agency concept was revolutionary at the time. Yet it became reality in February 2002.



A Simple Beginning

Infinity Concepts began with my wife Susie and I working at the kitchen table in our suburban Pennsylvania home. Very quickly, we recognized the need for more help and

From this space, our dedicated staff orked with Christian ministries across the country. In those early years, we grew and refined our business model until Infinity Concepts emerged as the integrated brand communications agency it is today.

I saw the need to create a new kind of agency that was more comprehensive and in tune with client objectives.

additional expertise. At first, we enlisted the aid of freelancers. But within a year we began to hire staff to provide full-time support for our growing list of clients.

Within two years, Infinity Concepts grew to an eight-employee home-based operation. Soon after, in mid-2004, we moved to our new location in Export, Pennsylvania (near Pittsburgh).

A History of Innovation

In 2006, we went international and became the Christian marketing and public relations agency for the Israel Ministry of Tourism for North and South America. This season stretched our creativity and resources to new limits, and Infinity Concepts developed greater depth and capability. During this season, we established



ourselves as a catalyst for building effective Jewish-Christian relations.

Through the years, Infinity Concepts continually broadened service options and developed new strategies. By embracing digital media early on, we developed effective digital donor communication models and a broad base of digital services to complement traditional media and fundraising strategies.

In 2015, *Pittsburgh Business Times* honored Infinity Concepts as one of the 100 fastest-growing businesses in Pittsburgh.

In 2020, we received the National Religious Broadcasters annual award for Best Digital Experience for production of the weekly podcast *Health, Hope & Inspiration*.

Today, Infinity Concepts represents about 50 clients—many based in Israel. In addition to the nonprofit and ministry sectors, we serve clients in health care, hospitality, broadcasting, retail, and tourism.

Infinity Concepts' contagious commitment to effectiveness, integrity, and excellence is modeled by our growing team of professionals. Each team member brings unique skills, experiences, and abilities that clearly complement the expertise we offer as America's premier Christian brand communications agency.

An Exciting Future

In many ways, it feels like we are just getting started. In the face of evolving technology, shifting culture, and ever-changing behaviors, Infinity Concepts stands at the cutting edge. We remain focused on effective engagement of the Christian community while bringing innovation to donor communications and strategic solutions to client challenges.

At Infinity Concepts, we are always deeply committed to every client's success. To help clients say the right things, to the right people, in the right way, at the right time, we continually research the culture, upgrade technology, innovate processes, and optimize all opportunities.

God has blessed the hard work of Infinity Concepts these past 20 years—and it appears that the future is bright for this innovative agency to blaze new trails in the years ahead. **f**

About the Author



Mark Dreistadt
Founder, President & CEO

Mark has a long and distinguished history of transforming organizations through his strategic counsel, innovation, and blended approach to branding, marketing, advertising, fundraising, and media.

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