

**September 2008**

**Branding and Cause-related Marketing topics for September RCC meeting**

Advertising and marketing specialists, **Gayle Boone and Brice Beird**, are on tap to present the September chapter meeting for the Dallas-Fort Worth Chapter of the Religion Communicators Council. The event will be Thursday, September 25, 12 noon to 1:30 p.m. at the Presbyterian Mission Center, 6100 Colwell Blvd., Irving.

As principals of the marketing firm **Beird and Boone Marketing**, they bring a full spectrum of experience in the fields of marketing, advertising, strategic planning, brand management, business development, research and analysis. Current and former clients include commercial and faith-based, non-profits. For RCC, they will focus their presentation on branding and cause-related marketing, topics that can impact many communication-related functions.

**Cause marketing** or **cause-related marketing** refers to a type of marketing involving the cooperative efforts of a "for profit" business and a non-profit organization for mutual benefit. The term is sometimes used more broadly and generally to refer to any type of marketing effort for social and other charitable causes, including in-house marketing efforts by non-profit organizations.

A **brand** refers to the descriptive verbal attributes and concrete symbols such as a name, logo, slogan, and design scheme that convey the essence of a company, product or service. A brand often includes an explicit logo, fonts, color schemes, symbols and sound which may be developed to represent implicit values, ideas, and even personality. The key objective is to create a relationship of trust.

Join us to share this valuable information. Cost is \$15 and payable at the door. E-mail or call Deb Christian, [dchristian@umr.org](mailto:dchristian@umr.org), 214.630.6495 xt147 to make reservations by end of day Monday, September 22. More information on Beird and Boone marketing is available on their web site [www.beirdandboone.com](http://www.beirdandboone.com).

**beird & boone marketing**

**Job Opportunity**

The Texas Presbyterian Foundation is currently looking to fill the position of Communications Coordinator. It is full-time with benefits. Their offices are located at the Presbyterian Mission Center, 6100 Colwell Blvd, Irving. If you are interested in the specifics, I can send you a copy of the job description. Deb Christian - [dchristian@umr.org](mailto:dchristian@umr.org).

**Local Programs (Save the Date)**

- Social Networking Panel Discussion – Blogging, MySpace, Facebook; Thursday, October 23, TBA
- Making Videos and Podcasting; Thursday, November 20, TBA

**National**

- Renew RCC membership for 2009 – special membership offer available. Join now for 2009 and get the rest of 2008 free. Contact Deb Christian [dchristian@umr.org](mailto:dchristian@umr.org) for form.
- Decide on entries for DeRose-Hinkhouse Awards competition. These are RCC's peer awards. You do have to be a member of RCC to enter.
- Join Wilbur Watch – What's the **Wilbur Watch?** Members and friends of RCC take note of movies, books, newspaper columns, TV drama and documentaries, radio programming, editorial cartoons and other secular media that promote faith values. Either contact that media source to encourage an entry to the Wilbur competition or send the information the Wilbur Award coordinator for follow-up.