

▶ Your Cause Is Our Mission

infinityconcepts[®]
Strategic Solutions for Success



AWARD-WINNING PODCAST
BEST DIGITAL EXPERIENCE
NATIONAL RELIGIOUS BROADCASTERS 2020



Authorized Partner
EVERYTHING **DiSC**[®]
A Wiley Brand

▶ You're a World Changer



YOUR STORY SHOULD INSPIRE ACTION.
WE'RE HERE TO HELP YOU FULFILL YOUR CALLING.

Infinity Concepts knows the Christian marketing and fundraising world. For nearly 20 years, we have helped organizations like yours fulfill their mission by delivering best-in-class strategic solutions and creative ideas that move people of faith to action.

YOUR CAUSE IS OUR MISSION.



► What We Do

YOUR TEAM IS ABOUT TO GET A WHOLE LOT BIGGER!

Infinity Concepts has helped organizations develop and implement the strategic focus they need for long-term success. We are a full-service agency that provides:

CONSULTING



BRANDING



FUNDRAISING



DIGITAL



MEDIA



PUBLIC
RELATIONS



CREATIVE



Our Clients



HEALTH, HOPE & INSPIRATION
WITH REV PERCY MCCRAY



Marilyn & Sarah
MARILYN HICKEY MINISTRIES



TO SEE MORE, GO TO: INFINITYCONCEPTS.COM/CLIENTS



▶ Consulting



EVERY LEADER HAS A BLIND SPOT. WHAT'S YOURS?

The first job of a good consultant is to be a friendly pair of eyes on the outside, looking in. **A friendly pair of eyes to:**

Help you evaluate any limiting factors.



Help you find the message you must shout to the world.



Show you the opportunity that hides behind your blind spot.



We are that friendly pair of eyes — providing honest assessment, insightful strategies, and proven results.



Digital



IF YOU DON'T HAVE A SOUND DIGITAL STRATEGY, MOST OF THE WORLD HAS NOT HEARD YOUR MESSAGE!

Infinity Concepts will maximize the impact of your:

- Websites and Landing Pages
- Social Media Content and Reporting
- Search and Display Ads
- Email Acquisition
- Donor Acquisition
- Donor Conversion
- Donor Communication

▶ Branding

MANAGE YOUR BRAND, OR IT WILL MANAGE YOU!

Every organization has a brand—but a GOOD BRAND is both strategic and intentional. **Infinity Concepts** can help you develop and optimize every aspect of your brand.

Brand Essence



The core components
of your brand's DNA

Brand Promise



Define what people can
expect from you

Brand Alignment



Bring health and clarity to your
marketing and communications

Brand Image



Compelling visuals with a
consistent look and messaging

Fundraising



DONOR COMMUNICATION IS ABOUT FRIENDRAISING, NOT JUST FUNDRAISING!

Successful fundraising is not just about getting one gift from a donor, but nurturing the donor into an ongoing relationship with your organization. **Infinity Concepts** can help you develop and execute your complete donor communication program.

Effective donor engagement strategies



Print and digital direct response campaigns



Partnership development strategies



Special donor and partner events



Media

A MEDIA STRATEGY ISN'T AS SIMPLE AS PURCHASING SPACE OR BUYING TIME!

It is important to choose the correct media strategy, mix, outlets, and time periods to appropriately reflect your brand, achieve your objectives, and reach your goals. **Infinity Concepts** provides a broad scope of media services.

Strategic
media
planning



TV, radio, outdoor,
print, and digital
placement



Ad design
and spot
production



Comprehensive
monitoring and
management



Detailed
reporting and
analysis



Public Relations



THE RIGHT MESSAGE TOLD THE RIGHT WAY TO THE RIGHT PEOPLE AT THE RIGHT TIME CAN CHANGE EVERYTHING!

Good public relations is all about saying the RIGHT THING in the RIGHT WAY at the RIGHT TIME to the RIGHT PEOPLE. Whenever you have something worth talking about, let **Infinity Concepts** put your organization on center stage.

Media Relations



Outreach, press releases, follow-up, and placement

Thought Leadership



Articles of authority, research, and interviews

Special Events



Conference representation and sponsored events

Media Reporting



Scanning and measurement of earned media ROI



Creative

GREAT CREATIVE REQUIRES A SOUND STRATEGY!

With a full-service creative shop, **Infinity Concepts** can offer you superior quality in:

- Graphic Design
- Copywriting
- Website Development
- Logo Design
- Print Media
- Ad Design
- Product Development
- Audio/Video Production
- Scripting
- Much More...



▶ Let's Chat



LET'S TALK!

Whether you want to ask a question, engage our services, or just say hello, we would love to hear from you!

infinityconcepts®
Strategic Solutions for Success

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