



February 2010

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Four City Focus Update

Huge news for the four focus cities! Some donors stepped up and through the Marriage & Family Foundation the four cities each received \$100,000. As a creative way to announce the grant, the MFF purchased Kodak Pocket Video Cameras and loaded the announcement onto the cameras and mailed them to the cities. You can see the video here: [Grant Announcement](#). The cities are working on a spending plan that will provide measurement for results of the gift. We'll keep you updated on the news of how the cities will be using the funds!

(The four city initiatives are Amarillo, TX ([High Plains Coalition](#)), Columbus, GA ([Right from the Start](#)), Northwest Arkansas ([NWA Healthy Marriages](#)), and Richmond, VA ([First Things First of Greater Richmond](#).)

Generosity Field Guide

The following are excerpts from the Generosity Field Guide™ being prepared to increase the effectiveness of your fund raising efforts. Donor research conducted in late 2009 revealed that there are four donor personas in the Marriage and Family Movement. They are not mutually exclusive but rather tendencies in attitudes and beliefs. Stay tuned for information on accessing the full Generosity Field Guide.

True Believer

This individual will most likely:

- Ask about religious or legislative initiatives, and be very interested in what is happening on the local, state, or national political scene.

You might consider:

- Tell stories of how the organization has helped their own family or the family of someone they know

Caring Seeker

This individual will most likely:

- Express discouragement about where the country or community is headed, particularly as it relates to traditional family values.

You might consider:

- Relate what the organization is doing that matches their own beliefs and values.

Duty Bound

This individual will most likely:

- Talk about the enormity of the challenge of fixing marriages and families.

You might consider

- Focusing on your success stories of saving marriages for children...one at a time

Half-Full

This individual will most likely:

- Talk about the difficulty of marriage, or how the odds are against most couples, or how most couples go into marriage assuming it won't last.

You might consider:

- "Indeed it is a big problem." Tell stories of the effectiveness of collaboration between local and national organizations

Focus on Marriage Simulcast

There's still time to attend the [Focus on Marriage Simulcast](#) this Saturday, February 27, 2010. [Find a location near you.](#)



Community Training

Our annual Community Training is coming up April 19-21. This year's event will be quite different - instead of an exclusive focus on technical knowledge we are helping Community Marriage Initiatives develop their catalytic vision, leadership, and the soft skills that create success. (For more info on the technical aspects of CMI success, please visit [First Things University](#) and the [2008](#) and [2009](#) document list from the Community Training.)



Some details:

- Dates: April 19, 5pm - April 21, 1pm
- Location: [WinShape Retreat](#)
- Cost: Marriage CoMission covers the cost of lodging, materials and the training; participants are responsible for transportation and meals (meals and snacks are ~\$80)
- Agenda: Because we are focused on meeting the needs of

the CMIs, we are asking those interested in attending to help us craft the agenda. If you would like to participate, [please give us your feedback!](#)

If you are interested in attending or have questions, please [email Andrea Lee!](#)

Upcoming Events

- February 27: ***Focus on Marriage Simulcast***
- March 10-12: *Thirst Conference* (WinShape Retreat)
- April 19-21: *Community Training* (WinShape Retreat)
- June 6-11: ***Hampton University Ministers Conference***
- August 2-5: ***AMFM (Association of Marriage & Family Ministries) Conference***
- September 13-15: ***Galatians 6:6 Retreat*** (WinShape Retreat)
- September 27-29: *Shepherd's Care* (WinShape Retreat)
- Sept. 29 - Oct. 7: *Chick-fil-A presents The WinShape Ride for the Family* (more info coming soon!)
- October 25-27: *Thirst Conference* (WinShape Retreat)

If you have any questions or needs, please contact Andrea Lee at andrea@marriagecomission.com or 404-775-8808.

Thanks!
Marriage CoMission