

Market-Fit Summary

1. The Main Problem

- Many faith-based organizations struggle to secure consistent donations and maintain donor engagement.
- Leaders, pastors, and marketing teams feel the pressure to maintain steady funding.

2. Who's Involved?

- **Daily Problem Solvers:** Fundraising managers, outreach coordinators, pastors, and content creators who work directly with donors.
- **Budget Holders:** Executive Directors, Senior Pastors, Finance Directors, and church boards, determine how funds are allocated for tools and platforms.
- **Decision Makers:** Top leaders (like CEOs or Executive Pastors) have the final say on purchases.
- **Solution Seekers:** Marketing and development professionals seek new tools to enhance donations and engagement.

3. The Market Size (TAM)

- The “Total Addressable Market” (TAM) for **digital giving and donor engagement** tools in the U.S. is approximately \$2 billion per year, potentially rising to \$3–4 billion if more organizations are included.

4. What Types of Organizations Face This Problem?

- **Industry:** Churches, Christian nonprofits, ministries, and faith-based media.
- **Location:** Mostly in the U.S., especially in the South and Midwest.
- **Size:** Usually 5–200 employees, with \$500K–\$20M in annual donations.
- **Tech Level:** Moderate—open to digital tools but often need easy-to-use solutions.

5. What Tools Do They Use?

- **Donor Management:** Tools like Tithe.ly, Pushpay, Planning Center Giving, etc.
- **Communication:** Email tools like Mailchimp or HubSpot.
- **Content:** Social media, YouTube, podcasts.
- **Websites:** Often built on WordPress or Squarespace.

6. When Are They Ready to Buy?

- When they're growing, launching new campaigns, hiring new leaders, winning grants, or switching to digital tools.

Digital Outreach

✦ **48,800 companies** have been identified as US Churches, Christian nonprofits, ministries, and faith-based media

✦ Of these, **11,362 companies** have 50 to 1,000 employees and annual revenues between \$ 1 million and \$25 million.

✦ **9,723** of those companies have yet to be reached out to by us.

(1,919 are already on Hubspot - We had tried to contact 1,639, and only 240 were successfully connected with a lead. companies to reach out.)

★ Instagram Outreach

We send Instagram DMs to prospects via the official PRAY Instagram account to invite them to discovery meetings.

★ ABM Campaigns

AI-powered signal-based outreach sequences drive prospecting and engagement.

Inbound Marketing

★ Organic Form Submission

We display a form on our website inviting visitors to book a meeting with our sales team.

★ Paid Form Submission

We advertise on Meta, LinkedIn, and Google to promote meetings with ICPs showing buy intent by submitting a form.

Event Marketing

We promote our brand and products by sponsoring and hosting in-person events. These engagements create direct connections with our audience through memorable experiences.

Event Marketing Tiers:

★ Live Events Sponsorship

We sponsor In-person events to increase brand awareness and establish relationships with ICPs through event sponsorships.

★ Retreats Hosting

We host in-person retreats to foster relationships with prospects and engage key customers, thereby enhancing retention and driving upselling.

★ Giveaways and Gifts

We give branded special gifts to demonstrate care and build relationships with prospects.

Best Practices

- **Objectives:** Set clear, measurable goals to guide your strategy and define success.
- **Promotion:** Leverage multiple channels to reach your target audience and maximize attendance.
- **Experience:** Design interactive and valuable sessions that create memorable brand interactions.
- **Follow-up:** Execute a timely and personalized outreach plan to nurture new leads.

Measuring Success

Measuring event success requires tracking key performance indicators that align with your initial goals.

- **Leads:** The number of qualified prospects generated from the event.
- **Engagement:** Attendee interaction levels and overall satisfaction.
- **ROI:** The total revenue generated compared to event expenses.

Strategic Analysis for each event:

1. **Strategic Fit:** Why this event aligns with your target audiences (ministries, Christian brands, believers)

2. **Audience Alignment:** How event ICPs match your ideal customers
3. **Sponsorship Recommendations:** Priority tiers and rationale
4. **Speaking Recommendations:** Proposed topics showcasing AI content, analytics, and global reach
5. **Booth Experience Plan:** Interactive demos (AI sermon generator, prayer personalization, analytics dashboards)
6. **Networking Plan:** Targeted activities for church leaders and brand advertisers
7. **Digital Promotion Plan:** Pre-event, during-event, and post-event tactics
8. **Content Partnership Ideas:** Podcast co-production, session recording sponsorships
9. **Expected ROI Indicators:** Lead generation potential based on attendance and audience quality

PLG Acquisition - StandBy

★ Paid PLG flow

We aim to validate a product-led growth (PLG) hypothesis by creating a tech-driven purchasing process through paid advertising.

★ Email PLG flow

We redirect disqualified prospects who contacted us for a tech-driven purchasing process to lower price tiers.

Marketing Strategy:

- Live Events
 - [EVENT TEMPLATE](#)
 - [1/6-8 → Dunham Summit](#)
 - [1/26-28 → Agency Black Ops Summit](#)
 - [2/17-20 → NRB](#)
 - [March Event 1 / TBD](#)
 - [4/28-30 → Outcomes Conference](#)
 - Done
 - [2025 Dunham Summit](#)
 - [2025 NRB Conference](#)
 - [2025 Mega Metro, AZ](#)
 - [2025 Mega Metro, FL](#)
 - [2025 March Pastor Retreat](#)
 - [2025 SBC Pastors Conference](#)
 - [2025 BCI Conference](#)
 - [2025 June Pastor Retreat](#)
 - [2025 The Behavioral Health Tech Conference](#)
 - [2025 XP Gathering](#)
 - [2025 Dunham Pastors Golf Retreat](#)

- [2025 Giving Tuesday](#)
- [Inbound Marketing](#)
 - [Sales-Led Paid Ad Strategy](#)
 - [Content Strategy WIP](#)
- [Instagram Outreach](#)
 - [Instagram Outreach - AE Quick Guide](#)
- [PRAYStudio PLG Subscriptions](#)
 - [PLG Communication Goals](#)
- [High-Performing Email Marketing Campaigns: A 2026 Checklist for Setup, Targeting, Messaging, Timing, and Performance](#)