

The logo consists of a dark red rectangular box with a white horizontal line near the top. The text is centered within the box. The background features faint, light gray curved lines and dashed lines.

# Marketing Committee

Catholic Foundation for the Diocese of Tucson



## Gaps Shine Light on Opportunities

- Engage individuals within the faith community by evangelizing true discipleship which encompasses stewardship
- Engage individuals outside the faith community by emphasizing the Foundation's value to the community-at-large
- Become important to the next generation by directly adding value to their lives and communities
- Improve collaboration with Parishes and other organizations to foster true community
- Retain donors by actively interacting with them through membership programs and courses

The background features several sets of curved lines in the corners, some solid and some dashed, creating a sense of motion and design.

## Three-Year Plan

To develop a brand around the following framework:

**Stewardship = Discipleship**

...accomplished through active **evangelization** and **engagement** with individuals within and outside our faith community.