

# FROM FRENEMIES TO PARTNERS

*Making Marketing and Fundraising a Powerful  
Team to Accelerate Your Ministry*

Dr. R. Mark Dillon and Laura Valentino  
04/11/2024 | 10:30 am | St. Johns Room

*Note: While we will impart specific and actionable remedies, this session is interactive at every point. You will provide insights as we seek to build healthy thought patterns and tangible takeaways that build functional relationships between two departments critical to the mission and vision of your organization.*

→ BUILT-IN TENSIONS OF MARKETING AND DEVELOPMENT

→ UNDERSTANDING DIFFERING WORLDVIEWS

→ COMMON MISCONCEPTIONS

→ REFRAMING OUR PERSPECTIVES

→ FORGING MARKETING & FUNDRAISING PARTNERSHIPS

→ CONFLICT SCENARIOS – AND RESOLUTION!

→ POSITIVE OUTCOMES TODAY AND GOING FORWARD

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## CONNECT WITH US

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