

**Marketing & Development Peer Group  
Launches at Disciples Development Conference**  
Rev. Monica Wedlock Kilpatrick,  
Director of Connect Ministries, NBA/DHM



National  
**Benevolent**  
Association



To kick off the first in-person meeting of the new Marketing & Development Peer Group, NBA President Mark Anderson reflected on a familiar proverb: “‘Where there is no vision, the people perish.’ And where there is no story,” he added, “the people are lost.”

We know that marketing and development professionals are often the primary storytellers in nonprofit organizations. We also understand that with small staffs, limited budget, and long hours spent focusing on mission and direct care services, nonprofits—especially those emerging ministries of the church—may not always have the time or resources needed to share their stories with the community at large.



As the National Benevolent Association (NBA) and Disciples Home Missions (DHM) continue to collaborate to connect and resource our Disciples health and social service ministries, we have called together Disciples-related nonprofit marketing and development personnel, and/or those responsible for this work within their organizations, into a peer group.

The vision of the peer group is to provide an opportunity for peer-to-peer learning and training opportunities; accountability to stay on track with and strengthen marketing/development efforts within organizations; and resource sharing, both within this group and with other Disciples-related health and social service ministries and the broader church. There will be time for rest and renewal, joyful shared conversation, and group learning with others who truly understand the challenges and gifts of faith-based nonprofits in the current environment.

NBA and DHM also hope, as appropriate, to hear the experiences and challenges of Disciples-related health and social service ministries in a way that allows us to deepen our effectiveness in supporting this work across the life of the church.

“The peer group model is an effective way to help practitioners hone their craft and find much-needed support in the company of professional peers,” says Rev. Rebecca Hale, NBA Vice President of Mission and Ministry. “Disciples health and social service ministries benefit when we are connected in a strong network of care.”

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The Marketing & Development Peer Group held its first in-person gathering in January, preceding the Disciples Development Conference in San Diego, and will continue to meet virtually on a monthly basis through June 2018.

The members of the 2017-18 Marketing & Development Peer Group cohort are:

- Missy Bookbinder – Associate Executive Director, Hiram Farm
- Tim Campbell, Auditing Member – 2016-17 NBA XPLORES Resident; Relation Media (Canada)
- Leigh Anne Haun – Director of Development, Woodhaven
- Rev. Helms Jarrell – Co-Founder, QC Family Tree
- Rev. April Lewton – Vice President of Development and Marketing, NBA
- Rev. Al Lopez – President, UrbanMission Community Partners
- Rev. Christy Moore – Founder/CEO, Tulsa's Table
- Larry J. Morris, III – Incubate Program Associate, NBA
- Cathie Parsley – Board Member, Reach Beyond Mission
- Kate Vinciguerra – Director of Development, Cleveland Christian Home
- Jen Wewers, Peer Group Convener – Principal, Give Gratitude Consulting
- Kasi Zieminski – Director of Marketing, NBA

“The path of a small-shop fundraising and marketing staff member can be a lonely journey,” says Wewers. “I am excited to see how we both challenge and support each other to advance the work of our ministries by building a strong community of peers.”

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*In the Christian Church (Disciples of Christ), the ministries of health and social services have been core to our Disciples identity and faith. The National Benevolent Association (NBA) and Disciples Home Missions (DHM) collaborate to support a network of Disciples-related health and social service providers across the life of the church. Learn more at [www.nbacares.org/connect](http://www.nbacares.org/connect) or contact [mkilpatrick@nbacares.org](mailto:mkilpatrick@nbacares.org).*