

Marketing & Communications

2026 STRATEGY BRIEF

OBJECTIVES

Maintain consistent organizational messaging while strengthening fund holder, leadership, and community engagement through strategic storytelling and communications.

Expand regional awareness and visibility for CFGCR initiatives and community impact through targeted digital advertising, media partnerships, and community events.

KEY AUDIENCES

- Current & Legacy Fund Holders
- High Net Worth Families
- Professional Advisors
- Board & Leadership

IN-HOUSE MARKETING & COMMUNICATIONS

SOCIAL MEDIA

Maintain an organic calendar highlighting grants, donor stories, nonprofit partnerships, events, and more.

EMAIL MARKETING

Promote webinars, events, and updates through Constant Contact; support stewardship and fund holder engagement.

MEDIA RELATIONS

Position CFGCR as a regional philanthropic leader through press releases, pitches, articles, and donor stories.

EVENTS

Promote Raise the Region, community and Board/PAC events, and sponsored events such as the Nonprofit Summit.

ANNUAL REPORT

Manage editorial planning, storytelling, impact reporting, financial metrics, testimonials, and highlights.

WEBSITE

Maintain messaging and website content; review and optimize content with Avorio Studios.

OUTSOURCED MARKETING & COMMUNICATIONS

ALBANY BUSINESS REVIEW

Event sponsorships, digital and print ads, and sponsored articles.

AMPLIFIED / POST STAR

Paid social media ads, SEO, and Google PPC.

TIMES UNION

Interscroller ads, sponsored articles, and Capital Region Gives.

WAMC

Roundtable and Vox Pop advertisements through year end.