



# DI.A.LOGUE

## A BI-MONTHLY BLOG

## ***Crafting Fundraising Models and Marketing Strategies***

### **About the Author: Howard Highsmith**

Howard Highsmith is a retired executive with extensive frontline, marketing consulting experience. Over his 40+ year career, Howard has applied his knowledge, creativity, and experience to execute revenue growth strategies that have resulted in revenue growths of 952% Growth, 234% Growth, and 150% Growth, all three marketing organizations exceeded \$20 million dollars in revenue. *Howard says that is his sweet spot.*

### **What Others Say about Howard...**

*"I have known and worked with Howard Highsmith for over fifteen years, and he is one of the most honest and ethical human beings that I know."*

Michael T. Marquardt, President & CEO •  
Global Kompass Strategies, Inc.

*"Howard is a deeply experienced and knowledgeable marketing executive and thought leader, as well as a long-time contributor to the Flevy Marketplace. He has developed numerous thought provoking, innovative frameworks, which have been well received on Flevy. We are very privileged to have someone like Howard who continues to leverage our platform as a means of sharing his expertise with others."*

David Tang, CEO  
Flevy.com Marketplace

*"Howard was personally responsible for initiating a plan that resulted in growing the company revenue from \$14 million in sales to over \$22m in <eighteen months. His Revenue Mapping methodology was instrumental in helping him effectively manage the process."*

John Parrottino, Retired District Business Manager  
BCS Americas for Hewlett Packard Company

**Why the name Di.a.logue?** *"Before my retirement, I managed three medium-size marketing organizations for a decade and a half. Believe me when I say, I have seen the 'good,' 'great,' the 'bad,' and the 'ugly!' With this experience, I then served as an executive management consultant with a focus on revenue growth strategies in the technology industry sector.*

*I have learned the actual dialogue that goes on between two people, where 'mutual understanding and agreement' is the ultimate endgame, is also the single reason why marketing campaigns fail. Why? Because they too often turn into becoming manipulative (Why? more later). Thus, the name **DI.A.LOGUE**, it is all about communicating genuine value between two or more people."*

[According to Merriam-Webster & Wikipedia](#)

# Dialogue

**a**

: a conversation between two or more persons

*also* : a similar exchange between a person and something else (such as a computer)

**b**

: an exchange of ideas and opinions (sometimes spelled **dialog** in American English) is a written or spoken conversational exchange between two or more people, and a literary and theatrical form that depicts such an exchange.

**Dialogue, in literature**, Dialog is a verbal exchange between two or more characters. If there is only one character talking aloud, it is a monologue.

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[According to Howard Highsmith](#)

On July 4<sup>th</sup>, literally as I write this, *Outreaches 'Abbey'* reports **90% of pastors feel fatigued and worn out every week**, according to a study by David Ross and Rick Blackmon. Could it be the world we are living in?

It is my opinion the word **Dialogue** should be the antonym for the word **deceitful**, as in fraudulent marked by, based on, or done using dishonest methods in acquiring something of value.

From a professional marketer's perspective, a dialogue, when two or more persons are gathered, they must first be founded on trust in communicating genuine value to the other party." To be successful, capital fundraising campaigns require effective planning and execution. One will not do well without the other.

In closing, it is my sincere desire that Di-a-logue will stand for quality information you can trust. My goal is to create a gold standard that serves God's families as a guide in communicating effectively with others about all fundraising capital campaigns.

**Note: In future Blogs** we will begin to build an **Integrated Fundraising & Marketing Standard** that... hereinafter will be called **IFUM** 😊. Further, I will also share articles that meet my standards by subject matter experts about vital elements of executing a successful fundraising project.



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## **IMPORTANT NOTE:**

**We are currently building an opt-in mail list of pastors and church leaders. Please send me your email address NOW and I will make sure you receive your copy when we launch at noon EST, October 17<sup>th</sup>. Email to:**

**[howard@highsmithgp.com](mailto:howard@highsmithgp.com)**

**Dialog is FREE and will be issued at noon EST, the first and third Tuesday of every month. You can cancel at any time.**