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## **Market M Re-Brands and Launches Web Site for Chicago-based Financial Non-Profit**

**Chicago, IL – August 8, 2007** – Today, Market M launched Finance: According To Your Faith's (FATYF) re-designed Web site ([www.financeaccordingtoyourfaith.com](http://www.financeaccordingtoyourfaith.com)) to serve as a resource and informational gateway for its financial education programs. In correlation with the site re-design, Market M was also hired to revitalize the FATYF brand.

FATYF's mission is to reach out to God's people to teach them step-by-step how to manage their financial matters and empower them to build wealth. FATYF helps people build a financial foundation that will enable them to establish traditions of wealth and create a financial inheritance.

FATYF reaches across the entire socio-economic spectrum to empower and enrich the financial lives of people. To help accomplish, the Web site was designed with FATYF's rejuvenated brand to provide information and resources to anyone looking to gain control of their financial live through:

- FATYF Education Seminars and Workshops
- FATYF Broadcasts and Financial Library
- FATYF e-Commerce Store
- FATYF Kingdom Stewarts Partnership Program

The brand project focused on refreshing the distinctive look and feel of the organization's communications and marketing materials, while balancing its faith-based mission and financial services. This included updating the logo and stationary suite, as well as the development of a new organizational brochure, media kit, exhibit booth, program flyers and DVD/CD labels.

**- more -**



"Since its founding, Finance: According To Your Faith has been dedicated to helping people integrate a practical understanding of sound financial strategies and the faith principles they live by to build wealth and eliminate debit. With Market M's experience working with non-profits and other faith-based organizations, we knew they would design a Web site and brand that communicated our message in a graceful way," said Finance: According To Your Faith's Founder Deena Marie Carr.

"Finance: According To Your Faith helps so many gain the understanding, skills and resources needed to become better at managing their finances. We wanted to focus our efforts on creating a brand and Web site that enhanced the organization's reputation, while remaining based in its faith background," said Market M Founder & CEO Courtney Hill.

#### **About Finance: According To Your Faith**

Finance: According To Your Faith is first and foremost a faith-based financial education ministry whose goal is to combine modern strategies and techniques for financial and business management with sound Biblical principles; to empower people with information and tools to effectively manage their own finances; and to be an objective place where people can come get cutting-edge information on how to manage their financial affairs. To learn more, visit [www.fatyf.org](http://www.fatyf.org).

#### **About Market M**

Market M is an integrated marketing firm focused on providing comprehensive project and campaign based solutions for small to mid-sized businesses, as well as non-profits. We also help large companies and government agencies develop marketing campaigns targeting the small business marketplace, and serve as a low-cost alternative for developing marketing support material for organizations of all sizes. To learn more about Market M, visit us online at [www.marketm.com](http://www.marketm.com).

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