

NEW ResourceConnect®

GET CONNECTED: MARKETING AND COMMUNICATIONS BEST PRACTICES FOR NONPROFITS

DATE: Tuesday – February 22, 2011
TIME: 1pm – 2:30pm
LOCATION: Hannan House
 4750 Woodward, Detroit
 (Ellen Kayrod Gallery)
COST: \$10
REGISTER ONLINE: www.new.org/getconnected



Marketing in the nonprofit sector has traditionally taken a back seat to providing services, but most will agree that good communication is key to sustaining a successful mission. Whether you have a dedicated marketing professional, wear a marketing hat occasionally, or use a team approach, learning about today's best practices can breathe new life into your organization's marketing plan.

Come interact with a panel of marketing professionals with extensive experience in both the for-profit and nonprofit sectors. Learn techniques for creating your brand and communications plan, and, most importantly, how to promote the work of your nonprofit.

PANELISTS: Michelle Levy, BrandStrat; Lynne Cohn Schreiber, Your People, LLC; Christianne Sims, Urbanize (D); Deb Patrick, dpcreative

FOR MORE INFORMATION:

Contact Dan Robin: 313-887-7788 or 734-998-0160, x300; drobin@new.org
www.new.org/getconnected

"For a nonprofit our size to have the resources of NEW's ResourceConnect program is a great gift. Board governance guidelines, grant information and excellent referrals for services – we've benefited from all of these and more."

Marcia Lane

Executive Director, Haiti Nursing Foundation