

MARKETING & PUBLIC RELATIONS

The essence of marketing is not only to understand your customers' needs, but to develop a plan that meets those needs!

Nonprofit organizations exist through all types of communication: communication with clients, with communities, with families, and with their colleagues. These courses will help you better understand marketing and communication concepts and skills, and be prepared to send your organization's message out.

Marketing: Positioning Your Nonprofit for Effectiveness and Sustainability

Alice Lutz

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Positioning your organization in the current competitive market is essential. Marketing is an integration of all functions within your organization. "People forget the facts and the details; they don't forget how you make them feel." Learn the components of effective marketing for your nonprofit organization. Explore the essentials. Outline strategies you can implement to increase the overall image of your agency.

\$98 | 6 hours

Materials fee: \$5, due at start of course (exact amount please)

DURHAM | ID: 12531
Tuesday, September 29

9 AM to 4 PM

(1 hour networking lunch)

Duke University, Erwin Mill Building,
Bay C, Room 103C

DURHAM | ID: 12532
Monday, November 2

9 AM to 4 PM

(1 hour networking lunch)

Duke University, Erwin Mill Building,
Bay C, Room 103C

Communication—Beyond Words

Jennifer Holtsclaw

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How well do you communicate? In the world today, there are many forms of technology that have enhanced communication. But do we always choose the most effective means? A day full of self evaluation and interaction will help the participant determine personal effective tools. This session will open eyes and ears to the effects of poor communication and will provide practical solutions for building a more effective, efficient communication style for success.

\$114 | 7 hours

Materials fee: \$5, due at start of course (exact amount please)

CHARLESTON, SC | ID: 12498
Friday, October 9

8 AM to 4 PM

(1 hour networking lunch)

St. Francis Hospital, Mall Classroom 2

CHARLESTON, SC | ID: 12499
Friday, December 4

8 AM to 4 PM

(1 hour networking lunch)

St. Francis Hospital, Mall Classroom 2

Critical Marketing Strategies for Nonprofits

Sandra Olson

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Recognizing that competition is a reality in today's world is critical even for nonprofit agencies and organizations. We compete for funding, clients, constituents, advocates and charitable donors. Those who intentionally engage in effective marketing strategies position themselves for greater success in the future. This course will introduce students to the strategic marketing process. They will learn the components of networking, promotion, advertising, public relations, internal marketing audits, and the SWOT analysis process for effectiveness.

\$82 | 5 hours

COLUMBIA, SC | ID: 12479
Thursday, October 22

9 AM to 3 PM

(1 hour networking lunch)

Still Hopes Retirement Center,
Club Room - Building 5

COLUMBIA, SC | ID: 12480
Thursday, November 12

9 AM to 3 PM

(1 hour networking lunch)

Still Hopes Retirement Center,
Club Room - Building 5

Tips for Working with Local Media

Celeste Smith

celestesez@aol.com

Enhance your ability to write press releases, emails, and content for websites that grab reporters' attention! This workshop will: help participants craft the right story angle and recognize which stories to pitch; provide tips on crafting press releases; and review the power of photos and explain why providing your own increases your chance of landing stories. Participants will also boost their awareness of what reporters are looking for when surfing their websites. This course is perfect for grassroots organizations looking to promote themselves on limited budgets.

\$50 | 3 hours

Materials fee: \$10, due at start of course (exact amount please)

SPARTANBURG, SC | ID: 12522

Saturday, October 31

9:30 AM to 12:30 PM

Spartanburg Community College,
Central Campus, Health Sciences Bldg,
HSB 115

SPARTANBURG, SC | ID: 12523

Tuesday, December 15

9:30 AM to 12:30 PM

Spartanburg Community College,
Central Campus, Health Sciences Bldg,
HSB 115

Earn Credits...

CEU (Continuing Education Unit)

CAE (Certified Association Executive)

CFRE (Certified Fundraisers Executive)

CLE (Certified Legal Executive)

See page 5 for listings of courses that meet the criteria for credit eligibility.

Getting the Word Out

Linda Ray

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Media relations is often the last item on a busy agenda—too often left undone. In this course, you will learn how to incorporate vital publicity activities in your regular work week with little extra effort. Learn how to build relationships with the electronic and print media and maintain those important contacts, resulting in positive and regular press coverage. From a former journalist, learn to write an effective press release, give a compelling interview and leave the class with a clear, practical plan of action. In addition, you will be provided with an up-to-date media list of Western North Carolina contacts.

\$82 | 5 hours

Materials fee: \$5, due at start of course (exact amount please)

COLUMBUS | ID: 12556

Thursday, November 5

10 AM to 4 PM

(1 hour networking lunch)
Isothermal Community College,
Columbus Campus, Room 112

Nonprofit Marketing on Next to No Budget

Kivi Leroux Miller

kivi@ecoscribe.com

Getting money in your budget for communications was tough before the recession. But smart nonprofit leaders know this is the worst time to stop marketing your good cause to supporters. Organizations that stay in touch now will be well-positioned when the dollars start flowing again. During this workshop, we'll look at five frugal marketing strategies that are must-dos for all nonprofits, where to spend the marketing dol-

lars you do have, and what you can do without. We'll explore social capital—what it is, how to earn it, and when to spend it. We'll also examine free services for nonprofits that really do work. Whether an empty piggy bank for your marketing program is a new challenge or well-worn way of life, you'll learn new ways to do more with less.

\$66 | 4 hours

Materials fee: \$5, due at start of course (exact amount please)

HIGH POINT | ID: 12527

Thursday, November 5

10 AM to 3 PM

(1 hour networking lunch)

High Point Museum, Education Classroom

Establishing an Effective Direct Mail Campaign

Ruth Peebles

rpeebles@theinsgroup.com

Direct mail is an essential component of a comprehensive development plan. Learn about the advantages and challenges of managing a successful direct mail campaign. This course explores the elements of a direct mail campaign: planning and budgeting, selecting an audience, developing a direct mail package (layout, graphics and copy) and evaluating and testing. Participants will have an opportunity to review and critique successful direct mail packages.

\$98 | 6 hours

Materials fee: \$7, due at start of course (exact amount please)

DURHAM | ID: 12545

Tuesdays, November 10 & 17

6 to 9 PM

Duke University, Erwin Mill Building,
Bay C, Room 103C