

**Non-Profit Marketing to
Volunteers, Staff, and Donors**

Description: This workshop begins with a review of the basic principles of marketing. It will explore how non-profit organizations can develop and implement effective marketing campaigns. Participants will learn how to market their organization to volunteers, staff, and donors in such a way that engages those target audiences' respective interests and ultimately catalyzes their involvement in and/or support of the organization.

Target Audience: Participants should be well-versed on the marketing activities of their organization. Suggested participants would include Executive Directors, Program Managers, Volunteer Coordinators, or other non-profit staff whose responsibilities encompass marketing.

Date:	Thursday December 15th, 2005
Location:	The Center for Excellence United Way of Essex and West Hudson 303-9 Washington Street, 5 th floor Newark, New Jersey 07102
Parking:	Parking is available across the street for a nominal fee.
Registration:	Registration by fax only (see form on next page). <i>Register early; seating is limited.</i>
Agenda:	8:30 – 9:00 a.m. Sign In, Light Breakfast, and Networking 9:00 – 11:30 a.m. Presentation 11:30 – 12:00 p.m. Questions and Answers

Presenter: Al Berrios

Al Berrios is the Managing Director of al berrios & company inc., a management consulting firm. Since 2000, he has been advising leaders on the impact of human behavior on their strategies and on how to adjust strategies to account for human behavior. Al enthusiastically applies his expertise to benefit entrepreneurs, non-profits and leading academic programs.



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[MAP/GAP Management/Governance Assistance]

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Thursday November 15th, 2005 * 8:30AM—12PM

REGISTRATION INSTRUCTIONS: There is no cost to attend this MAP/GAP workshop, but seating is limited. Spaces for MAP/GAP workshops are available on a first come, first serve basis and are limited to 30 participants. To reserve your place, please complete and fax this form to (973)-242-6726 ASAP. The registration deadline is Wed. **December 14th, 2005**. For more info, call 1-973-624-8300 x 285.

REGISTRATION FORM

Employer/Agency you represent: _____

First Name: _____ Last Name: _____

Title: _____

(NOTE: This workshop is designed for non-profit personnel with oversight of marketing activities).

Address: _____

City: _____ State: _____ Zip: _____

Telephone # :(_____) _____ Fax: #:(_____) _____

E-mail: _____

Do you have any disabilities that require special consideration during your attendance at this workshop ?

No _____ Yes _____ If Yes, please indicate how we can best accommodate you below:



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