



**Without question
the best
workshops I've
attended.**

**Upbeat, practical
information that
can be used
immediately!**

*- Linda Hayes
Faith Coalition for the Common Good*

**PARKLAND BUSINESS TRAINING & COMMUNITY EDUCATION :: CHAMPAIGN, IL
APRIL 25, 26 & 27, 2017**

**Six high-energy 2-hour interactive workshops filled with practical tips and techniques for nonprofits. Incredibly valuable for staff, board members, and volunteers!
Taught by award-winning trainer and organizational development expert Laura Huth.**

Tuesday, April 25		Wednesday, April 26		Thursday, April 27	
Low-Cost, High Impact Marketing For Nonprofits	Fundraising that Works: Getting Grassroots Gifts	Storytelling for Nonprofits	Photography for Nonprofits	Anatomy of Great Fundraising Letters, Inside & Out	Making Facebook Work for Your Nonprofit
12:30-2:30PM	3-5PM	12:30-2:30PM	3-5PM	12:30-2:30PM	3-5PM
What if a lot more people knew about your group? What if they volunteered more? Donated more? Came to more events? Learn the best low-cost outreach ideas to boost your group's visibility. Tips to grab and keep attention, involve others, and leave with an action plan to use when you get back to work.	Want to learn how to really raise money for your nonprofit? Get laser-focused on ways to raise money that really work. From \$50 donors to major gifts, you'll walk away knowing how and why people give, how, when, and when to ask, and tons of other useful tips to take your fundraising to the next level – right now.	The power stories can have on nonprofits is game-changing. Learn to weave engaging stories that engross audiences. And we'll show you how to put them into action in communications, including e-newsletters, presentations, websites, and social media.	It's never been more important to use great photos to showcase nonprofit work. Start taking vibrant, story-driven pictures using the simple techniques you'll learn in class on the devices you already have in your pocket or hand. Take what you learn and make your website, printed materials, and social media sing!	The traditional mailed fundraising letter is still a powerful nonprofit fundraising tool. The competition is fierce, so learn easy ways to get your letters delivered, read, and responded to, to expand response rates, and to increase giving levels. We'll cover things inside and out, literally!	Facebook can be a challenging tool for nonprofits with limited staff and budgets. In this interactive workshop, learn tricks to maximize group impact and reach and tips to invigorate board, staff, public, and client engagement. <i>Bring your laptop, iPad, and phones to this session.</i>
<i>All workshops held at Parkland College Business Training & Community Education 1315 N. Mattis, Champaign, IL</i>				Only \$29 per workshop	

**Concrete examples that encourage organizations to turn advice into action.
Without a doubt the most worthwhile courses I've attended!**

*- Katie Thomas
Wesley Food Pantry*

To register: www.parkland.edu/btce

Or 217-351-2235 :: businessstraining@parkland.edu

Laura Huth is a recognized nonprofit leader with an award-winning background in fundraising, nonprofit communications, crisis management, and organizational development.

Full class descriptions at www.dogoodconsulting.org/trainings

