

- ✓ 5 high-energy interactive workshops and immersive training sessions to choose from. Take one or take all!
- ✓ Low-cost, high-impact tips and techniques for nonprofits to do good even better.
- ✓ Incredibly valuable for staff, board members, and volunteers alike!
- ✓ Taught by award-winning trainer and organizational development expert Laura Huth-Rhoades.

Without question the best workshops I've attended. Upbeat, practical information that can be used immediately!

- Linda Hayes

Faith Coalition for the Common Good

| Monday, April 23 | Tuesday, April 24 | Wednesday, April 25 | Thursday, April 26 | Friday, April 27 |
|--|---|--|---|---|
| 9AM-Noon | 9AM-3PM (lunch provided) | 9AM-3PM (lunch provided) | 9AM-3PM (lunch provided) | 9AM-Noon |
| NONPROFIT MARKETING: Easy Ideas That Really Work! | Creating High-Impact NONPROFIT COMMUNICATIONS on a Budget | FUNDRAISING That Works: Building Your Grassroots Giving Program | Hooking Your Audience: STORYTELLING FOR NONPROFITS | PHOTOGRAPHY FOR NONPROFITS |
| Workshop | Immersion Training | Immersion Training | Immersion Training | Workshop |
| In this super practical and high energy 3-hour workshop, you'll learn the best low-cost and high-impact outreach ideas to boost your nonprofit organization's visibility. | What exactly do others really think of your group's marketing materials – your website, brochures, social media, e-newsletters – even your business cards and PowerPoint templates? | Tired of endless grantwriting and reporting? This intensive training is for you! Then it's time for an in-depth, planning-driven training and learn to diversify your fundraising to create more long-term, sustainable giving. Get coached in: <ul style="list-style-type: none"> • who gives, how they give, and why • how and when to ask • how to super-charge annual giving letters and campaigns for bigger results • easy cultivation and communication strategies that really work Roll up your sleeves and: <ul style="list-style-type: none"> • work through real problems your group is facing • get expert input to make high-impact, achievable changes • learn do's & don'ts from peers with similar experiences • discover ways to involve everyone in your group in making fundraising work Walk away ready to take fundraising to the next level – immediately! | If you want to raise more money, attract more volunteers, or get better media coverage, you must get people excited about your cause. And one of the best ways to do this is to tell great stories. The power that strong stories can have on nonprofits bottom line is game-changing. In this 6-hour session, you'll not only learn how to weave engaging stories that engross audiences, you'll begin to write some on the spot with expert coaching and peer-reviewed input. <p>Once you've mastered the basics, we'll then put pen to paper. You'll see the work of your organization come alive and pull heartstrings.</p> <p>Finally, start planning how to put your stories into action in your communications, including e-newsletters, appeal letters, websites, brochures, social media, and presentations.</p> <p>This training has been described as transformational. Learn how to bring this skill to every layer of your nonprofit's work!</p> | As the adage goes, a picture speaks 1,000 words. Are the images you're using at your nonprofit really speaking to your audiences? Are they really grabbing people's attention and telling a compelling story about your work and impact? <p>If your photos could use a kick-start, this 3-hour workshop is the place to be. You'll learn super-simple techniques to use on the devices you already have in your pocket or hand – your cell phone or tablet. And you'll get to actually practice what you learn in class!</p> <p>Take what you learn in class and make your website, print materials, and social media sing!</p> |
| You'll leave this popular workshop inspired with a ton of new and easily implementable low-cost ideas for everyone at your organization to embrace – as well as an action plan to use when you get back to work! | In this 6-hour session, your expert trainer will help you deconstruct your materials with a critical eye, helping you find ways to tweak your look, layout, style, words, and images. You'll interface with peers for feedback and have time for planning and even 1-on-1 trainer coaching. | <p>What's an IMMERSION TRAINING? It's an intensive, hands-on, interactive opportunity to join with a nonprofit expert and sector peers for an in-depth, planning-driven session. It's a roll-up-your-sleeves, let's-get-some-stuff-done opportunity that will leave you invigorated, full of ideas, and excited by possibilities!</p> | | |
| \$45 | \$99 | \$99 | \$99 | \$45 |
| <p>Workshops held at Parkland College Business Training & Community Education 1315 N. Mattis, Champaign, IL</p> | | | | |

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 :: btce@parkland.edu

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

