

Nonprofit **MARKETING** on a shoestring

Want to market your nonprofit without breaking your budget?

In this **Nonprofit Breakfast Brief** workshop, we'll talk through effective techniques for:

- Identifying target audiences
- Creating timely, mission-driven messages
- Leveraging the latest trends and technology in branding and marketing
- Developing publicity campaigns that garner media attention

Together, we will explore integrated media, including the web, newsletters and print media, and investigate open source software and other low-cost, high-impact marketing tools.

Workshop leader **Dr. Godwin Ariguzo** is a full-time lecturer in the UMass Dartmouth Charlton College of Business Department of Management and Marketing, and owner of Ariguzo Consulting, an affiliate of Veejon Marketing Solutions.

WORKSHOP
Thursday, April 16, 2009
9:00 to 10:30 am
UMass Dartmouth CUSP
200 Mill Road, Fairhaven, MA

\$20



Please sign me up - Nonprofit Marketing on a Shoestring - April 16, 2009

Please send this form and your payment of \$20 to UMass Dartmouth CUSP at 200 Mill Road, Suite 150C, Fairhaven, MA 02719

Name

Street Address

Indicate one below:

Organization

City, State, Zip Code

\$20 cash

Your Position / Job

\$20 check

E-mail

This workshop is one in a series of workshops called Nonprofit Breakfast Briefs, which are designed to help build the capacity of SouthCoast nonprofit organizations. Funding is provided by a grant from the Island Foundation.

Phone Number

www.umassd.edu/cusp — 774-929-3002