

## Brand Evaluation Workshop: How To Evaluate All Aspects Of Your Marketing, Communications And Fundraising Materials

**Date: Tuesday, April 17, 2012**

**Time: 9:00 a.m. - 12:00 p.m.**

**Registration Deadline: April 10, 2012**

**Fee: \$30.00**

*Location: Pace University Graduate Center, One Martine Avenue, White Plains*  
*Partially underwritten by **CHASE***

The effectiveness of your nonprofit organization in accomplishing its mission and in raising money depends upon the strength of its brand — what people perceive about your organization. And much of what people perceive, especially donors, is based on how well you are communicating with them. Therefore, it pays to know how well you are doing in all areas of your marketing, communications, and fundraising. This 3-hour hands-on workshop will give you the tools for thoroughly evaluating your organization's brand.


### Topics to be discussed:

A worksheet is provided so that you can evaluate your:

- Organizational readiness and capacity to produce great marketing.
- Brand fundamentals including your name, tagline and logo
- Website, email marketing and social media
- Printed materials including brochures, flyers, newsletters and publications
- Fundraising materials and event promotion

**Who should attend:** Executive directors, program directors, business operations managers and marketing and communications staff. Open to the first 30 registrants.

**Presenter: Howard Adam Levy**, Principal, Red Rooster Group. Howard is an award-winning designer and brand strategist who has been helping nonprofits improve their branding, marketing and design for more than 20 years. Working on national, regional and local levels, he has helped organizations to define their marketing strategy, create compelling websites, launch award-winning publications, and appeal to donors. His articles have appeared in Guidestar.org, Nonprofit Advantage, Fundraising Success and other leading websites and publications. Howard is sought after as a speaker on branding and marketing issues at non-profit conferences.

 United Way now offers Eventbrite, a secure online credit card payment option, for payment of registration fees for the Management Center courses. Receipt of your payment will be emailed to you. Please go to [www.uwwp.org/pace.htm](http://www.uwwp.org/pace.htm)

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Please send completed registration form and \$30.00 fee. Please indicate method of payment:

- Check (payable to United Way)  
 Credit Card:  MasterCard  Visa  American Express  Discover

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Mary Ann Luna, Director of Management Center Initiatives  
 United Way of Westchester and Putnam, 336 Central Park Ave., White Plains, NY 10606  
 Questions? (914) 997-6700, ext. 740 Fax: (914) 949-6438 E-mail: [mluna@uwwp.org](mailto:mluna@uwwp.org)

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