

Email Marketing: For-Profit Tips For Not-For-Profit Marketing!

Date: Thursday, October 28, 2010

Time: 9:30 a.m. – 12:00 p.m.

Registration Deadline: October 14, 2010

Fee: \$30.00

Location: Pace University Graduate Center, One Martine Avenue, White Plains
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Are you using the Internet as effectively as your corporate cousins? Whether you're launching a membership drive, or selling tickets to a fundraising event, email marketing and social media can provide the biggest bang for your buck.

Topics to be discussed:

- What is the difference between e-mail blasts and e-newsletters and what part in marketing does each play
- How to bring passion for the mission into your writing for e-newsletters
- How does social media fit into the puzzle
- Case studies of best practices in the nonprofit world

Who should attend: Executive Directors and anyone who is responsible for marketing, either in communications and/or fundraising.

Presenter: Ann Byne, Creative Director and Principal of The Byne Group, an integrated strategic design and advertising firm located in Suffern, NY. As principal of The Byne Group, Ann oversees an active client list from the tri-state area and beyond. Known for their branding and strategic marketing campaigns both on and offline, the firm has won numerous awards throughout the region.

 United Way now offers MyCart.net, 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.uwwwp.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

Card no. _____ Exp. Date _____

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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@uwwwp.org

Name _____ Title _____

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