

# Fine Tune Your Messaging: Create a Clear Message That Will Trigger Stakeholder Engagement and Inspire Donors to Give!

<b>Date: Thursday, May 24, 2012</b>	<b>Time: 9:00 a.m. - 12:00 p.m.</b>
<b>Registration Deadline: May 10, 2012</b>	<b>Fee: \$30.00</b>

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


**W**e are experiencing a communications revolution. From talking with our thumbs on *Twitter* to outbound e-mail, organizations need to reassess and then fine-tune their messaging. Understand the role of stories to drive the conversation to shape stakeholders' perception of your mission (brand). Sharpen your message to grab the reader immediately and learn what your donors really want to know.

### Topics to be discussed:

- Through best practice case studies you will take away tips on how your non-profit brand can achieve strategic messaging across all mediums
- This interactive program is designed to have attendees take away their own consistent messaging to clearly articulate an organization's brand to its constituents

**Who should attend:** Executive directors, program managers, development officers, marketing and communications, and outreach staff.

**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 its branding and strategic marketing campaigns both on and offline, the firm has won numerous awards throughout the region.

 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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