

Social Media: Ways To Get People Yakking About Your Nonprofit!

Date: Thursday, September 23, 2010

Time: 9:30 a.m. – 12:00 p.m.

Registration Deadline: September 9, 2010

Fee: \$30.00

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

Facebook is now 500 million strong; Blogs and Twitter continue to grow exponentially. Are you using the power of social media to the fullest? Learn what's changed and how to make it work for your organization.

Topics to be discussed:

- What is the latest and greatest in social media for nonprofits
- How to bring passion for the mission into social media
- Case studies of best practices in the nonprofit field
- Learn step by step how to put a social media plan together and who should manage it
- How to handle legal pitfalls with a social media policy

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.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

Card no. _____ Exp. Date _____

Card Holders Name _____ Signature _____

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

Name _____ Title _____

Agency _____

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