

## Strategic Approach to Doing More with Less - How to Weather the Economic Downturn

Date: Tuesday, April 3, 2012

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

Registration Deadline: March 28, 2012

Fee: \$30.00

Location: Pace University Graduate Center, One Martine Avenue, White Plains  
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**W**ith the recession having hit nonprofits especially hard, how can these organizations stay afloat and even thrive with decreased resources, donorship and staff? In this interactive workshop, attendees will leave with a working list of organization-specific tactics and strategies. Through guided activities, attendees will be invited to share ideas and experiences, and networking is strongly encouraged.

### Topics to be discussed:

How nonprofits can effectively measure outcomes:

- Successful, budget-friendly communications strategies
- Public and community relations that anyone can do
- Training and motivating your staff to expand their skill set

**Who should attend:** Executive directors, finance and purchasing executives, and board members.

**Presenter: Dr. Robert J. Petrausch** is an associate professor of public relations at Iona College. He is a former chief communications officer and corporate giving official for a Fortune 500 company. He has over 20 years experience working with companies and non-profits and served on the CT Board of the Cystic Fibrosis organization.



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)  
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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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