



Rochester Area
Foundation

2016 Nonprofit Academy

Presented by Rochester Area Foundation

Marketing & Driving Awareness For Your Organization

May 11, 2016

8:00—11:00am

Rochester Area Foundation

12 Elton Hills Drive NW

WORKSHOP DESCRIPTION: This presentation will focus on how nonprofit organizations can sort through myriad message opportunities, craft a message to cut through the clutter of multimedia noise experienced by your audience, and create awareness so you're top of mind. Specific topics include marketing your message and crafting engaging content for multiplatform marketing, tips on how to get the most out of local media and social media opportunities, best practices and more. This is an interactive workshop designed for sharing case studies, learning, and having fun as you learn to fine-tune your message.

Presenter: Heather Holmes is Vice President of Marketing for Rochester Area Economic Development, Inc. and the Journey to Growth Initiative. Heather has over twenty years of marketing, communications and journalistic experience and has won numerous awards for her marketing, writing, video production, directing and editing including two Emmy nominations; one for a public service announcement for the 2009 Polar Plunge.

Registration: \$15 per person—Space for this workshop is limited so please register early. Clip the form below and mail to the Rochester Area Foundation with your check or visit the website and click the "Donation" button to pay by Paypal. Breakfast breads will be provided.

REGISTRATION: *Marketing & Driving Awareness—May 11, 2016*

Name _____ \$15 Check enclosed \$18 Paypal payment
Email _____ Organization _____
Street Address _____
City _____ State _____ Zip _____
Phone (_____) _____

Mail to: Rochester Area Foundation, 12 Elton Hills Dr. NW, Rochester MN 55901, (507) 282-0203

