

 NonProfitConnect
LeadershipConnect:
NONPROFIT MESSAGING 101

Too many non-profits spend time and resources on newsletters, print mailings, social media channels and website promotions, pumping out content that misses their "core messages." Without time given to specific strategic consideration, they inadvertently send messages that may be vague, jingoistic, and ultimately confusing. And that means they get overlooked, or worse, ignored.

In this actionable 60-minute program, attendees will learn:

- The key elements of an effective communications plan.
- How to identify and communicate with your key audiences.
- How "branding" is a lot more than your logo.
- How to use events, content, and images to drive your messages home.
- Why every non-profit needs a plan for crisis communications.



BRENDA CONSIDINE
CEO,
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Strategies (CCS)

Presenter

Brenda Considine is the CEO of Considine Communication Strategies (CCS). Based in Hopewell NJ, CCS offers integrated communications planning along with comprehensive public information services, through the web and social media; press and public relations activities; printed materials and publications; event development; and strategic networking.

Her firm has been working with non-profits, government agencies, and small businesses for more than 30 years.

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