



# Marketing Your Mission: Strategies for Nonprofits

## PRESENTED BY:

CONNECT: Partnership for Nonprofit Solutions

### Workshop Description:

Nonprofits rarely take advantage of marketing strategies to promote their important missions. This workshop is designed to address nonprofit marketing strategies that can help any agency further their goals and increase their effectiveness in both service delivery and fund development. Learn why marketing strategies are worthwhile, why nonprofits typically shy away from them, and how to implement effective strategies with any size budget.

Join us in this experiential workshop to grapple with the following topics:

- How to align the agency's mission with the marketing strategy and overall business/strategic planning efforts
- How to determine "who" should be involved in marketing efforts
- How to evaluate marketing efforts

**Presenter:** Anne Olin, CEO  
*The Olin Group, Inc.*

**Date:** Wednesday, May 7, 2008

**Time:** 9:00 am – 12:00 pm

(Registration begins at 8:30; Workshop begins promptly at 9 am)

**Fee:** \$65 per person\*

\* The fee is waived for current grantees of the Children and Families Commission of Orange County.



Location:  
Orangewood Children's Foundation  
1575 East 17th Street  
Santa Ana, CA

For any workshop questions, please contact:  
Laura Arevalo, TA Program Assistant  
Phone: (714) 704-8820  
Fax: (714) 704-8220  
E-mail: [larevalo@connectoc.net](mailto:larevalo@connectoc.net)

Register online at  
[www.connectoc.net/training.htm](http://www.connectoc.net/training.htm)

**Registration Deadline: April 30, 2008**

This workshop is made possible by a grant from the Children and Families Commission of Orange County.

