



Marketing as a Development Tool

PRESENTED BY:

CONNECT: *Partnership for Nonprofit Solutions*

Workshop Description:

This seminar will help nonprofits identify practical strategies for marketing their missions. Even in a time of financial crisis, investing in marketing strategies can help an organization control its brand and raise its profile in the community. Through low-cost marketing strategies, nonprofits can remain in the minds of donors and stakeholders. [Note: This workshop will not focus on marketing or outreach to client populations.]

You'll leave this seminar with a better understanding of the following:

- The role of marketing for social causes
- Marketing strategies that fit your agency's needs
- How to market on a budget
- How to discuss marketing and branding with staff leadership

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

Date: Wednesday, November 19, 2008

Time: 9:00 am – 12:00 pm

(Registration begins at 8:45am; Workshop begins promptly at 9:00 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 92705

For any workshop questions, please contact:
Laura Arevalo, TA Program Assistant
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Registration Deadline: November 12, 2008

Register online at
www.connectoc.net/training.htm

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





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Presenter Bio:
Anne Olin
The Olin Group, Inc.

Anne Olin heads The Olin Group, Inc., a consulting firm that serves the development and marketing needs of nonprofit organizations in Orange County. Anne specializes in strategic support of nonprofits, private foundations, and small businesses. She also possesses extensive experience developing direct marketing campaigns for nonprofits and businesses. Having previously worked as a community fundraiser and as a philanthropic specialist with Merrill Lynch, Anne brings a wealth of experience to her nonprofit and foundation clients.

Anne holds an M.A. in American History with an emphasis in immigration policy from Claremont Graduate University and is a member of Phi Beta Kappa and Pi Sigma Alpha national societies. Anne is also an alumnus of UC Irvine, and currently teaches *Grant Writing for Urban Planning and Community Development* to graduate students in that institution's Department of Planning, Policy and Design, where she brings more than 12 years of college teaching experience to the classroom.

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