



In Cooperation with Putnam County Personnel Department  
Presents In Putnam County

UNITED WAY-PACE UNIVERSITY NOT-FOR-PROFIT MANAGEMENT CENTER

## How Not-for-Profits Can Leverage the Web: Marketing your Organization Using Social Media

**DATE: Friday, December 11, 2009**

**Time: 9:30 a.m. – 12:30 p.m.**

**Registration Deadline: December 3, 2009**

**Fee: \$30.00**

*Location: Mahopac Library, 668 Route 6, Mahopac, NY 10541*

*Partially underwritten by CHASE*

Social Media is not only changing the way organizations get their message out, but also how they raise funds and awareness for their mission. In this half-day workshop, learn how to incorporate social media into your marketing plan to reach a wider audience, publicize events and increase involvement all while saving money.

### Topics to be discussed:

- Basics of Branding and Marketing
- Marketing your Brand Using Social Media
- Online Marketing Tools
- Basic Steps to Acquiring Donors Online
- Case studies

**Who should attend:** Executive directors, Program Managers, Development Officers, Marketing and Communications; and Outreach staff.

**Presenter: Ann Byne,** Creative Director and Principal of The Byne Group, an integrated strategic design and advertising firm located in Suffern, NY. As principal of The Byne Group, Ann heads up an active client list from the tri-state area and beyond. Known for their branding and strategic marketing campaigns both on and off line, the firm has won numerous awards throughout the region.

United Way now offers MyCart.net, 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)

### How Not-for-Profits Can Leverage the Web – Registration

Advance registration is requested by December 3, 2009

Please send completed registration form and \$30.00 fee. Please indicate method of payment:

- Check (payable to United Way)
- Credit Card:  MasterCard  Visa  American Express  Discover

Card no. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holders Name \_\_\_\_\_ Signature \_\_\_\_\_

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)**

Name \_\_\_\_\_ Title \_\_\_\_\_

Agency \_\_\_\_\_

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