



## 2018 SUMMER NONPROFIT LEADERSHIP SERIES

Vegso Community Resource Center (VCRC)  
261 NW 13<sup>th</sup> Street • Boca Raton, FL 33432  
(561) 620-2553 • [www.jlbr.org](http://www.jlbr.org)

### HOW TO CREATE A GREAT NONPROFIT E-NEWSLETTER

Presented by Leon Fooksman, Digital Storyline

June 11, 2018

10:00 a.m. – 12:00 p.m.

No Registration Fee

When it comes to marketing, social media is getting all the attention, but email marketing is still king.

E-newsletters continue to be a reliable and effective marketing channel, particularly for nonprofits. If done well, they will increase awareness about your agency, educate your donors, generate word-of-mouth referrals, and add value to your mission.

In this interactive, two-hour workshop, nonprofit media strategist Leon Fooksman will go over approaches for developing informative content for your e-newsletter to position your organization as a growing, thought-leader in your field. You'll learn new ideas for your e-newsletter, including writing about new programs or services, profiling a new staffer or upcoming event, getting a testimonial from a client or donor, or showcasing a great new blog post.

You'll also learn:

- To create a call-to-action for all your content.
- To write great email subject lines.
- To determine if your e-newsletter campaign is successful.
- To grow your email distribution list.



## **2018 SUMMER NONPROFIT LEADERSHIP SERIES (Continued)**

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### **NAVIGATING THE FOUNDATION DIRECTORY ONLINE DATABASE (Hands On Training)**

**Presented by Jennice Chewlin, Williams Grant Writing**

*July 11, 2018*

*10:00 a.m. – 11:00 a.m.*

*No Registration Fee*

Don't miss this opportunity for a one-hour dive into the new Foundation Directory Online (FDO). Learn how FDO can help your organization identify potential funders. This workshop will help you understand how to navigate FDO and their new look.

Access to FDO, a subscription-based service from the Foundation Center, is provided to local nonprofits for free at the Grant Library located inside the Vegso Community Resource Center. The FDO and other grant resources are available for public use during center hours.

### **REPURPOSEFULLY: SIMPLE STEPS TO REPURPOSE YOUR CONTENT & GET FOUND ONLINE**

**Presented by Kate Volman, online marketing expert and coach**

*August 16, 2018*

*10:00 a.m. – 12:00 p.m.*

*No Registration Fee*

The goal of this workshop is to coach businesses how to effectively repurpose and redistribute their content to help build their brand, increase engagement & grow their business. Participants will discover how to:

- Identify and repurpose their best content
- Find new places to redistribute their content
- Stop creating content that isn't generating results
- Find potential collaborators and guest posting opportunities
- Leverage user-generated content to increase engagement & build community