GDNRC

Upcoming
Education & Training Workshop

Developing an Organizational Brand
March 18th

Branding is a popular buzzword whenever anyone talks about "marketing" their nonprofit organization. What exactly does branding mean? This workshop will explore what branding is and is not, and its application to nonprofit organizations.

- *Learn how to effectively create your own brand.*
- *Discover ways that you can increase awareness of your organization through branding.*
- *Spend hands-on time creating a brand image.*
- *Explore ways to use social media and viral marketing to maximize brand penetration.*
- *Increase your fund-raising and community awareness through better brand recognition.*

Sharon Danosky, President and Founder of Danosky & Associates, has served as Vice President of Marketing for both hospitals and human service organizations and in the process has increased visibility, referrals and revenue through effective positioning of the organizations and their brand. Today her firms work with many nonprofit organizations in helping them to create the community awareness that leads to increased business and fund-raising dollars.

When: March 18th from 1:00 - 4:00 p.m.
Where: Brubeck Room, Wilton Library, 137 Old Ridgefield Road, Wilton, CT
Who Should Attend: Executive directors, marketing and development staff
Workshop Fee: $25 per person

To Register: Complete the registration form below and send to Elaine Mintz, Greater Danbury Nonprofit Resource Center, P.O. Box 2353, Danbury, CT 06813. Questions contact Elaine at *203-240-1971, or gdresourcecenter@sbcglobal.net*.

Registration Form

Name: Title:

Agency:

Address:

City: State: Zip:

Phone: Fax: Cell phone:

Email:

Total fee enclosed: Name of Workshop:

Checks should be made payable to the United Way of Western Connecticut/Capacity Building
Registration must be received by March 15th, 2010