

To Register:
Fill out this form and send or fax to:
Kewaunee County UW-Extension
810 Lincoln Street
Kewaunee, WI 54216
Fax: (920) 388-7159

Your Name:

Name of Organization:

Mailing Address:

Email:

Phone:

Please indicate the sessions you plan on attending. Each session has a \$5 fee.

- Fund Development
- Marketing & Public Relations
- Volunteer Recruitment & Management

- Check is enclosed (Amount): \$ _____
- Please bill me

**The Nonprofit
Leadership
Development Series is
sponsored by:**



For more information call:
(920) 388-7141

To ensure equal access, please make requests for reasonable accommodations as soon as possible prior to the scheduled program, service or activity. If you need this material in another format, please contact Kewaunee County UW-Extension at 388-7141.

University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title IX and ADA requirements.



**Nonprofit Leadership
Development Series**

2007-2008



For more information call:
(920) 388-7141

Stand Out Among the Crowd

Come and learn how to help your organization stand out among the crowd and attract more donors, more volunteers, and more attention from the public!

The Nonprofit Leadership Development Series is a workshop and discussion series for non-profit directors, board members and staff members. Each session will combine informative and practical approaches to strengthening your organization, along with discussion time for participants to assist one another with solving problems common to non-profit organizations. Participants will also have access to individual consultation with UW-Extension Educator Claire Thompson about their organizational development issue.

A small fee of \$5 for each workshop will cover the cost of printed materials. Lunch will also be provided. All workshop sessions will take place at the Kewaunee County Highway Department, E4280 Hwy F, Kewaunee. Registration is required. Register by calling (920) 388-7141 or by filling out the form on the back of this sheet.



Fund Development: Pump Up Your Annual Appeal!

Date: Thursday, November 8, 2007

Time: 11:00 a.m. to 1:00 p.m.

For many nonprofits, the annual appeal is a large portion of organization revenues. This workshop will provide many ideas to help persuade donors to pump up their annual donation to your organization. Time will be allotted for participants to gain feedback and work on appeal letters for their next annual appeal.

Facilitator: Claire H. Thompson

Marketing and Public Relations for Nonprofits

Date: Thursday, January 24, 2008

Time: 11:00 a.m. to 1:00 p.m.

Nonprofits typically have very limited budgets to market and promote their programs, activities, and benefit to the community. Participants will learn ways to market their nonprofit on a small budget and begin developing ideas and tactics for creating a marketing plan.

Facilitator: John R. Ingrisano

Recruiting and Managing Volunteers

Date: Thursday, March 20, 2008

Time: 11:00 a.m. to 1:00 p.m.

Volunteers are one your organization's most important assets, an asset that must both be nurtured and managed. Learn and share strategies to recruit new volunteers, manage relationships, and deepen commitment to your organization. We will also touch on liability and other difficult issues pertaining to volunteers.

Facilitator: Claire H. Thompson

About the Facilitators



John R. Ingrisano

Since 1985, John R. Ingrisano, through his company, Custom Communications, has helped dozens of businesses and other organizations define their objectives, focus on their bottom-line activities and marshal their resources

to achieve their goals. He also educates and motivates groups of all sizes on subjects ranging from public relations to identity branding, to help clients identify markets, broaden market awareness and create a clear, focused "branding" image. A prolific writer, John is the Author of several books, including [The Back to Basics Book of Selling](#), and is a columnist for *Corporate Report Wisconsin*, a regular contributor to the *Winnebago B2B Magazine* and several travel magazines.

Claire H. Thompson

Claire is the Community Development Educator at UW-Extension Kewaunee, and has worked to develop the capacity of nonprofit organizations for the last twelve years. Having worked for organizations such as Public Allies' National Office, United Way of Greater Milwaukee, and more recently as a consultant with Durkin Associates, her experience as a strategy and planning consultant, fundraiser, and program and evaluation specialist, Claire has helped dozens of organizations set and realize goals. A dynamic trainer, she has presented at multiple regional and national conferences. Claire has a Masters degree in Public Administration from the University of Delaware and a bachelor's degree from UW-Milwaukee.