



2020 Spring Workshops

Using Social Media to Better Market Your Nonprofit

A panel of your peers from nonprofits will provide best practices and tips and tricks to boost your social media skills and get your nonprofit more exposure.

This workshop will address the use of social media to communicate who your organization is, what your organization does, and why your organization matters.



In 2020, social media is an essential part of every nonprofit's image to the world. It can help attract volunteers and funders. It is also an important tool in marketing your brand. This workshop will guide your efforts to leverage social media to accomplish these goals, among others. The workshop will include a brief introduction to the *WHY's* of social media followed by a moderated discussion among the panelists, including success stories.

Bring your questions and social media challenges to share with your peers!

Moderator: Jennifer Mack: Senior Financial Advisor, Citadel

Panelists:

Laura O'Kane: Executive Director, Paws and Affection

Jessica Ames: Outreach and Events Coordinator, Angel Flight East

Carrie Barron: Center Manager, John James Audubon Center at Mill Grove; Communications Director, Audubon Pennsylvania

Tuesday March 24, 2020

10 am to noon

Continental Breakfast 9:30

RSVP offices

2nd Floor Conference Room

901 E. 8th Ave., King of Prussia PA 19406

<https://www.eventbrite.com/e/using-social-media-to-better-market-nonprofits-tickets-89410620573>



Meet the Funders

The interactive Funders' Panel will provide attendees with key current and emerging trends in foundation and corporate philanthropy. It will give participants an understanding of the grantors' points of view.

This workshop will provide important information about the state of philanthropy and discuss what funders look for in a program. This 90-minute panel discussion and audience Q&A session will be followed by a 30-minute "meet and greet." This is your opportunity to talk with panel members!



This year's panelists include:

- **John Grasso President**, SEI Cares Program
- **Valerie Kind-Rubin, Managing Trustee** The Patricia Kind Family Foundation
- **Caitlin Seifritz, Library Supervisor** Regional Foundation Center of the Philadelphia Free Library

There is a (\$20) charge for this event.

Thursday April 30, 2020

8:30 am to 11:30 am

Continental Breakfast 8:00 AM

Giant Willow Grove

Community Conference Center

315 York Road, Willow Grove, Pa. 19090

<https://www.eventbrite.com/e/meet-the-funders-tickets-89416351715>

Navigating Human Resource Issues for Nonprofits

This workshop will address key human resource skill sets and how they can be used to benefit a nonprofit organization. Topics to be covered include what **skill sets**, how to **manage HR issues on a budget**, **interviewing strategies** for employees, board members and volunteers, and **legal considerations**.

If you are wondering how to tackle HR issues and help your nonprofit function better, this workshop is for you. Handling human resource (HR) issues is critical to establishing and maintaining your nonprofit.



Workshop facilitator: Gene Davidov

Gene served for 5 years as Human Resources lead at CORA Services, a large nonprofit. He also has over 25 years of managing people in both the nonprofit and profit based sectors. Gene has a Masters degree in Counseling and has extensive experience as a trainer and facilitator with a wide range of audiences.

Tuesday, June 2, 2020

10 am to noon

Continental Breakfast 9:30

RSVP offices

2nd Floor Conference Room

901 E. 8th Ave., King of Prussia PA 19406

<https://www.eventbrite.com/e/navigating-human-resources-for-nonprofits-tickets-89417601453>