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Low Cost, High Impact: Marketing and Social Media Learning Series Workshop

Greencastle, IN – August 23, 2016 –The September Nonprofit Learning Series workshop, presented by The Putnam County Community Foundation and the Montgomery County Community Foundation and sponsored by the Hartman House of DePauw University, will feature Laura Huth who will present Low Cost, High Impact Marketing and Social Media. In this high-energy, results-focused workshop, you'll learn the best low-cost, high-impact marketing and outreach ideas for small to mid-sized nonprofits, especially those with no or limited staff. This workshop will focus on easy yet highly effective ideas for increasing visibility, raising awareness, boosting volunteerism, and even driving in donations. Learn how to align the proper media with the right audiences, and learn techniques ranging from storytelling to social media to print and electronic, online communications. We'll also discuss branding, message development and media relations. You'll pick up tips to make your communications pop, your fundraising awaken, and your board and staff engaged and excited.

The workshop will take place at the Inn at DePauw on September 13, 2016 from 11am to 2pm. The cost of the workshop is only \$15 if registered and paid by September 6th, or \$25 at the door.

Laura Huth is a serial social entrepreneur with dual leadership positions in two small Illinois-based companies she founded. She's also been involved in the start-up of several other community-focused, social change endeavors. Laura graduated from Bradley University in 1992 in Political Science/Pre-Law and Sociology with a passion for social change, nonprofit management, and community development. Today Laura is a recognized and award-winning expert at *do good* Consulting, bringing over 20 years of knowledge and high-impact results to nonprofit organizations across the U.S. She specializes in grassroots fundraising strategies, story-based communications, planning, and low-cost, high-impact marketing strategies.

The Nonprofit Learning Series is designed to enrich and advance nonprofit associations, organizations, churches, and units of government. The cost includes the workshop, a catered lunch, and all workshop materials. To register or for more information visit the Putnam County Community Foundation website at www.pcfoundation.org, call 765.653.4978, or email Tanis Monday, Communications Director at tmonday@pcfoundation.org.

The Putnam County Community Foundation is a nonprofit public charity established in 1985 to help donors establish endowments, award grants, and provide leadership, enriching the quality of life and strengthening community in Putnam County. The Community Foundation has been entrusted with more than 279 funds and endowments for donors, supporting a variety of charitable purposes. To learn how to start your own endowment, visit www.pcfoundation.org or contact the office at 765.653.4978.

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