



MARKETING CAMPAIGNS THAT WORK

Marketing Campaigns that Work

- Print media (“news” vs. advertising & marketing plans)
- Marketing your mission & the PNJ
- Press advisories and press release submissions
- Deadlines and cost considerations
- Raising the “newsworthy” value of your event
- Editorial constraints
- Best practices-dealing with negative news
- Nonprofit Considerations-Gannet’s digital market
- Social media tools and best practices

March 26, 2020

Trainers:

Sheila Nichols, PSC Marketing Director
Lisa Nellessen Savage, Exec Editor for PNJ
Brent Lane, Cat Country 98.7
Eddie Hill, Award Masters

7:30 a.m.....	Registration/ Pre-Test (question cards turned in)
8:00 a.m.....	Opening with Sheila Nichols
8:30 a.m.....	How Nonprofits should consider marketing their mission using tools available through PNJ with Lisa Nellessen Savage
9:30 a.m.....	Social Media Tools & Best Practices with Eddie Hill
10:30 a.m.....	Break
10:45 a.m.....	Panel of Experts
11:30 a.m.....	Closing with Brent Lane
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Full participation in this workshop is applicable for 7 points for full day, and 3.5 points for half day in Category 1.B
 – Education of the CFRE International application for initial certification and/or recertification.

Participation in the PSC Workshop How to Create a High Functioning Fundraising Board may assist you in learning or reviewing concepts covered on the Certified Fund Raising Executive (CFRE) examination as detailed on the Test Content Outline provided by CFRE International. CFRE International does not sponsor or endorse any educational programs and the How to Create a High Functioning Fundraising Board was not developed in conjunction with CFRE International.