



IN THE BUSINESS OF NONPROFITS

Certificate in Marketing & Communications

With the increasing role of marketing & communications in nonprofits, the Certificate in Marketing & Communications is aimed at staffs responsible for marketing, communications, public relations, and development, as well as executive directors and board members who recognize that they are their organization's chief marketers.

The curriculum provides a comprehensive overview of the marketing and communications processes needed to develop and implement an effective plan that promotes your organization, its mission, and its fundraising. Incorporating plans and strategies, the "4 Ps," research, analysis, media relations, websites, branding, and messaging in support of fundraising, you will study both traditional approaches and cutting edge new media.

The Certificate in Marketing & Communications is worth 4.85 Continuing Education Units from the La Salle University School of Business, 48.5 CFRE Points and requires six full day and two 1/2 day classes, the social media suite of three 90-minute webinars and one 2-hour face-to-face session, listed below:

Course Name	Course Date(s) <i>Please only choose one date for each session</i>			Time	Instructor	Member Rate	Non-Member Rate
<i>Building a Successful Marketing Program</i>	10/10/2014	2/6/2015	7/2015*	9 am to 4 pm	Weidman	\$129	\$159
<i>Effective Communications to Build Relationships, Engagement & Understanding</i>	12/10/2014	4/1/2015		9 am to 4 pm	Texter	\$129	\$159
<i>Developing a Communications Plan</i>		12/12/2014		9 am to 4 pm	Smith	\$129	\$159
<i>Nonprofit Branding on a Shoestring</i>		1/16/2015		9 am to 12 pm	Weidman	\$69	\$75
<i>Making your Website & Social Media Tools Work for You</i>		1/20/2015		9 am to 4 pm	Simmons	\$129	\$159
<i>The Art of Nonprofit Story-Telling</i>	3/13/2015	7/2015*		9 am to 4 pm	Weidman	\$129	\$159
<i>Effective Media Relations</i>		3/20/2015		9 am to 4 pm	Smith	\$69	\$75
<i>Building an Effective Direct Mail Program</i>		3/27/2015		9 am to 4 pm	Rothfuss	\$129	\$159
<i>Social Media Suite</i>	Facebook-2/5; Twitter-2/19; LinkedIn-3/5; YouTube-5/7			12 pm to 1:30 (FB, T, LI)	Lashley	\$86	\$110
				9 am to 11 am (YT)	Schweisheimer		

*Check website in March for date of July workshop

For more information about locations, instructors' bios, course descriptions, and other information, please visit our website at <http://www.lasallenonprofitcenter.org/educational/workshops> or contact us at 215-951-1701.