

# Nonprofit Connections: A Toolbox of Resources & Solutions



**April 18, 2014**

**8:30 a.m. - 12:15 p.m.**

**Army Heritage Education Center  
950 Heritage Drive Carlisle, PA 17013**

**Cost: \$10/person**

**Registration: 8:00-8:30 a.m.**

Want to know how to initiate a collaborative project? Master the basics of social media? Join forces for effective public policy? Work together to create powerful special events? For ideas on these and other questions facing all nonprofits, you are invited to this second annual affordable and accessible training for staff and volunteers, "Nonprofit Connections: A Toolbox of Resources & Solutions".

**8:30-9:15 Panel on "The Benefits & Pitfalls of Collaboration"**

**Special Guest Moderator:** Kathleen Pavelko, President & CEO of WITF

Anne Gingerich, Executive Director of PANO; Janice Black, President & CEO of The Foundation for Enhancing Communities; Scott Shewell, VP Community Relations & Development for Safe Harbour

**Workshops 9:30-10:45**

\_\_\_ **Public Policy Pals: Powerful policy efforts through collaboration**

Stephen Drachler, Campaign for What Works

\_\_\_ **Tweeting & Twittering-All too much? Social media can be managed**

Chris Roffe, Roffe Marketing Solutions

**Workshops 11:00-12:15**

\_\_\_ **The Media Maze: How to work with television, press, radio & others**

Alicia Richards, ABC 27; Sara Sage, RED 102.3; Trish McKnight, Top Flight Media; Kim Kamowski, The Sentinel

\_\_\_ **Partnering to Raise Money: It Can be Done. Joining forces for special events**

Kelly Gollick, CONTACT Helpline; Becca Raley, Partnership for Better Health; Scott Shewell, Safe Harbour

**Presenting Partners: Carlisle Young Professionals, Leadership Cumberland Fellows, United Way of the Capital Region and United Way of Carlisle & Cumberland County**

**CHECK WORKSHOP PREFERENCES LISTED ABOVE**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email (required): \_\_\_\_\_

Comments: \_\_\_\_\_

**REGISTRATION IS DUE APRIL 11.** Please indicate your

payment: Check to Leadership Cumberland \_\_\_\_\_

PayPal \_\_\_\_\_ Invoice me \_\_\_\_\_

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Contact [director@leadershipcumberland.org](mailto:director@leadershipcumberland.org) with questions

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