

2018 Ready. Set. Fundraise!

February 6 – February 27



Whether you are getting ready for the May 2018 Giving Day or you just want to become more savvy with your online giving strategy, this four-week webinar series presented by Central Carolina Community Foundation and Together SC is a great opportunity to expand your toolbox. Join nationally recognized speakers John Haydon and Marc Pitman as they share their expertise with South Carolina's nonprofit organizations. These engaging lunchtime presentations are a great way to kickoff the New Year. Bring staff and board together to take your online fundraising efforts to the next level.

TUESDAY, FEBRUARY 6 | NOON

Social Media For Beginners: Never Fear Help Is Here **Presented by John Haydon, Digital Marketing Expert**

Designed for organizations with nonprofit staff and volunteers who are still exploring the benefits of social media and have very limited experience with the basic platforms, this introductory training is designed to establish comfort with Facebook and Instagram and provide participants with the basic tools they will need to support online giving.

TUESDAY, FEBRUARY 13 | NOON

Social Media for Intermediates: Get More Mileage From Your Social Media Strategy **Presented by John Haydon, Digital Marketing Expert**

Designed for organizations with social media experience that would like to expand their reach and effectiveness. The focus of this session will be on assessing audience engagement and content delivery. John will provide insights on how to access analytics, how to interpret the wealth of data available and how to adopt more effective social media strategies based on this information.

TUESDAY, FEBRUARY 20 | NOON

What's New: Latest And Greatest Online Fundraising Tools **Presented by John Haydon, Digital Marketing Expert**

The online world changes on daily basis. How can you possibly keep up with these advances when you have so many other responsibilities? Attend this insightful session for an update on new and effective tools that will benefit your organization. Learn the basics for each and walkaway with tips for implementation.

TUESDAY, FEBRUARY 27 | NOON

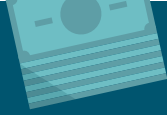
Storytelling: Tell Stories That Matter To Your Donors **Presented by Marc Pitman, The Fundraising Coach**

Whether you are nurturing relationships with existing donors or you are trying to attract new donors to support your cause, the stories you tell will make all the difference. Learn about the power of storytelling and how you can create a storytelling culture for your organization that will enhance your fundraising efforts and build donor loyalty.

Free for 2018 Participants in Midlands Gives: Register through your Midlands Gives profile.

NOT Participating in Midlands Gives: Register at www.togetherSC.org/events/EventDetails.aspx?id=1024091

Cost is \$35 per sign up location whether you attend 1 or ALL 4 sessions.



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John Haydon is one of the most sought-after nonprofit digital marketing experts, with a sincere passion for changing the world. He has helped hundreds of nonprofits achieve their best online communications, marketing, and fundraising results through consulting, training, and coaching.

John has spoken at the Nonprofit Technology Conference, New England Federation of Human Societies, New Media Expo, BBCon, Social Media 4 Nonprofits, AFP New Jersey, and several others. John is also an instructor for Charityhowto and MarketingProfs University.

John is the author of Facebook Marketing for Dummies and Facebook Marketing All-In-One (Wiley). He is a regular contributor to the Huffington Post, Social Media Examiner, and npEngage.



Marc Pitman, an international leadership coach and fundraising trainer, Marc A. Pitman helps nonprofit board members and staff get excited about asking for money. He is the founder of The Concord Leadership Group and of FundraisingCoach.com - recognized by The Atlantic as “1 of 5 Philanthropic blogs fundraisers need to read.” He is also the author of Ask Without Fear!®.

Marc speaks to thousands each year at events like the World Fundraising Summit in Mexico, trainings in New Zealand, Association for Fundraising Professionals International Conference, and other organizations around the world.

With a passion that has earned him the title of the “Johnny Appleseed of Fundraising,” Marc believes fundraising is all about leadership. Fundraising affects everything from mission and vision to board governance to HR to marketing and community relations. So he is committed to making it ridiculously easy for everyone - board members, volunteers, and nonprofit staff - to get fundraising training.



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