

2010 CITI FOUNDATION &
THE ALLIANCE FOR NONPROFIT MANAGEMENT:
NONPROFIT TRAINING DAY

Citi Foundation

ALLIANCE
for Nonprofit Management

citi®

cause effective
nonprofit resource development center

SOCIAL MEDIA & FUNDRAISING: LEVERAGING THE POWER OF NEW MEDIA FOR YOUR NONPROFIT

Facilitated by Cause Effective
in collaboration with Tom Watson of CauseWired

Social media usage has exploded over the last several years. But what's the right social media strategy for your nonprofit to invest in – to strengthen your fundraising return?

This free full-day session with experts in social media and fundraising will help your nonprofit to:

- Explore the changing world of social media communication tools
- Understand how to harness social media to build more powerful fundraising outreach, including connecting with younger donors and major donors in their 40s and 50s
- Develop a plan for how your nonprofit can best use social media to maximize your fundraising success

DATE: 9/30/10 TIME: 9AM–4PM

TO REGISTER:

<https://www.allianceonline.org/onevent/details.php?id=88>

LOCATION:

**NEW JERSEY PERFORMING ARTS CENTER
COMMUNITY ROOM
ONE CENTER STREET
NEWARK, NJ 07102**



FOR DIRECTIONS PLEASE VISIT:

[HTTP://WWW.NJPAC.ORG/JOOMLA/VISITOR-INFO/DIRECTIONS](http://www.njpac.org/joomla/visitor-info/directions)

FOR MORE INFORMATION CONTACT DEBORAH@CAUSEEFFECTIVE.ORG

Special lunchtime guest: Robert Annibale, Global Director, Citi Microfinance
