



Using Social Media to Support Your Marketing and Fundraising Goals

Wednesday, April 20, 2016
8:30 am to 10:00 am



About the Presenter

Rebecca Teaff, Owner and Chief Creative Officer of Redstart Creative, has a passion for good causes that match her passion for design. Rebecca and her team work creative strategic solutions in print and electronic media for non-profits and small businesses. Redstart Creative's mission is to create clear communications for those who are driving positive change in the world—people who make good things happen.

About the Program

Social media is changing fundraising. Don't let your non-profit fall behind!

In the last ten years, social media channels and the use of social networks have grown rapidly and will continue to do so for years to come. Is your non-profit ready to make the most of social media for marketing *and* fundraising?

In this this session geared to fundraisers looking to get hands-on experience in social media, you will learn about:

- Demographics and usage of the major social media networks (Facebook, Twitter and Instagram)
- Free and paid tools to help schedule postings
- How to read your analytical data to know if your strategy is working

Rebecca will guide you through the process of creating your own social media strategy for your organization. You will leave with a document that will be your roadmap for building an effective social media presence for your organization.

Register for this Program

Register online at www.afpmaryland.org

Name: _____ Phone: _____

Organization: _____ E-Mail: _____

Address: _____

___ AFP Member(s) at \$25 each* \$ _____ Guest(s) at \$50 each* \$ _____

- *additional attendees from same organization, take \$5 off registration fee*

Payment by: Check Visa MasterCard Amex

TOTAL AMOUNT \$ _____

Account No. _____ Exp. Date: ____/____/____

Name: _____ Signature: _____

Provide names and email addresses of additional registrants on the back of this form.

AUDIENCE

Small-shop fundraisers and all fundraisers looking to get hands-on experience in social media

LOCATION

Christopher Place
Employment Academy
725 Fallsway
Baltimore, MD 21202

*Inside Our Daily Bread
Employment Center*

PARKING

Edison ParkFast
545 N. High Street
Baltimore, MD 21202

RETURN FORM TO:

AFP Maryland Chapter
3465 Box Hill Corporate
Center Drive, Suite H
Abingdon, MD 21009

p.443.640.1047
f.443.640.1086
info@afpmaryland.org
www.afpmaryland.org

Or, to hold your spot, fax to 443-640-1086 with a copy of check or check request. For questions, call 443-640-1047. A fee of \$30.00 will be charged for returned checks. A bill will be sent for all reservations made, whether or not you attend. Cancellations must be received 5 days prior to the event. NO REFUNDS AFTER THAT DATE. Federal ID# is 52-1600646