ROCKLAND DEVELOPMENT COUNCIL

FOSTERING PHILANTHROPY THROUGH PROFESSIONAL DEVELOPMENT

Creating Greater Visibility for Your Non Profit through Media Relations Including Public Relations and Social Media Tools



Presented by Risa B. Hoag, President
GMG Public Relations, Inc.

Thursday, March 8, 2018
8:30 a.m. – 10:30 a.m.

Non-Profit organizations have a tremendous opportunity to leverage media – both traditional and social – the challenge is figuring out how to best present the organization, its initiatives, and various special events to achieve maximum exposure. Social media presents endless creative opportunities for visibility, but do you know which tools to use and how best to use them to your group's advantage?

In this workshop you will learn:

- How to write a press release that fits the media's expectations
- How to draft an email to the media to get their attention
- How best to promote your events using online calendars
- Tools you can use to create social media graphics with a 'wow' factor
- How each social media platform can and should be used to promote your activities

Join the discussion, bring your questions and learn valuable information!

Date: Thursday, March 8, 2018

Time: 8:30 -9:00 a.m. Networking, Coffee and Bagels; 9:00 – 10:30 a.m. Program & Questions

Location: Cornell University Cooperative Extension, 10 Patriot Hills Drive, Stony Point, NY (*Easy access off of Exit 14 of the Palisades Pkwy and ample parking available.*)

Price: No cost to RDC and Institute for Non-Profits (INP) members. $10.00 for Non Members.

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MARCH 8, 2018 PROGRAM

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Registration:
You must RSVP by completing the registration form below. Please mail or email the form to **Jennifer Strianese, Cornell Cooperative Extension, 10 Patriot Hills Drive, Stony Point, NY 10980 or jas946@cornell.edu. You can also reach Jennifer at 845-429-7085 ext. 117.**

Additional contact: Maddy Schiering at maddy.schiering@sheerstrategy.com

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NAME_____

ORGANIZATION_____

ADDRESS_____

E-MAIL_____

PHONE_____