

# Non-Profit Marketing on a Tight Budget



a workshop with  
**Andy Robinson**

**September 28**  
**9 am - 4:30 pm**

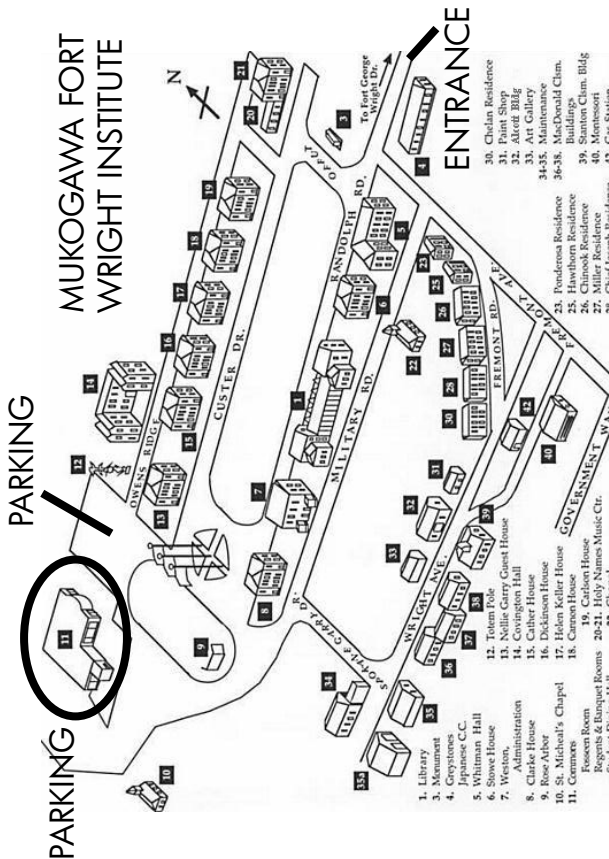
Mukogawa Fort Wright Institute  
Neal Fossen Room in the Commons  
4000 W. Randolph Road  
\$35 per person, \$25 student  
Lunch provided

Sponsored by the Inland Northwest LGBT Center,  
Pride Foundation/Inland Northwest,  
Community-Minded Enterprises,  
and the Inland Northwest Business Alliance

**Getting There**  
Mukogawa Fort Wright Institute is located at 4000 W. Randolph Road, off of Fort George Wright Drive in West Spokane. Situated between Spokane Falls Community College and Government Way Boulevard, this park-like campus is currently a satellite campus of Mukogawa Women's University in Nishinomiya, Japan, a sister city of Spokane.

## For More Information

If you require additional information or special accommodations, please e-mail [info@thelgbtcenter.org](mailto:info@thelgbtcenter.org) or call 509-489-1914.



**YES! I will attend "Non-Profit Marketing on a Tight Budget"**

Organization: \_\_\_\_\_ Number Attending: \_\_\_\_\_

Attendee(s): \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail 1: \_\_\_\_\_ E-mail 2: \_\_\_\_\_

Registrations: Professional: \$35 x \_\_\_\_\_ = \_\_\_\_\_ Student: \$25 x \_\_\_\_\_ = \_\_\_\_\_ Total: \_\_\_\_\_

Registrations must be received by September 21. Please send registrations and payment made payable to:

The Center, P.O. Box 986, Spokane, WA, 99210

Please note "Andy Robinson Workshop" on check or money order.

## Want more attention for your work?

### Ignored by the news media?

*This workshop is designed to help organizations improve marketing success without spending a lot of money.*

In this workshop, you will learn to:

- Craft a compelling message
- Identify your audience
- Prepare a marketing plan
- Create effective materials
- Think like a journalist
- Work with the news media

Marketing is often the last thing on a non-profit administrator's mind and the first budget item to be cut. But without marketing, how will you raise awareness about your organization? How will you recruit donors, volunteers and board members without effective materials that state your vision, mission and goals in a concise and compelling way?

This workshop will guide you through the elements of creating an effective marketing campaign without spending a lot of money.

### About your facilitator:

For 25 years Andy Robinson has worked with a variety of nonprofits as a fundraiser, publicist, grantwriter, and community organizer. Since starting his consulting practice in 1995, he has provided support and training to thousands of nonprofit staff and volunteers in 42 U.S. states and Canada.

Andy specializes in the needs of organizations working for human rights, social justice, environmental conservation, and community development. His own activist experience includes campaigns for nuclear disarmament, toxic waste reduction, community reinvestment, wilderness protection, utility rate reform, and the protection and restoration of traditional culture and agriculture. He has also been active in the arts as a writer, editor, presenter, and participant.

Andy's books include *Grassroots Grants*, Second Edition and *Selling Social Change (Without Selling Out): Earned Income Strategies for Nonprofits*, available from Jossey-Bass. His latest books, *Big Gifts for Small Groups* and *Great Boards for Small Groups*, were recently published by Emerson & Church, the book division of *Contributions* magazine.

*Don't miss this exciting opportunity to learn from one of the preeminent grassroots organizers and fundraisers in the country!*

You can find out more about Andy's workshop topics and consulting services at [www.andyrobinsononline.com](http://www.andyrobinsononline.com).

### What people say about working with Andy Robinson:

"The most informative and energizing workshop I have ever attended."

Marty Wrin, Grassroots International, [www.grassrootsonline.org](http://www.grassrootsonline.org)

"The best trainer I could have imagined... compassion, respect for others, and above all, integrity."

Debra Gram, Montana Welfare Action Coalition

"You covered the ABCs of marketing in a dynamic, hands-on way. This workshop should be required for all nonprofit marketers."

Will Billings, Stern Center for Language and Learning, [www.sterncenter.org](http://www.sterncenter.org)

"As the facilitator, you received a 5 out of 5 score, with many "bring back Andy" comments. There will be a mutiny if we ever have a retreat in the future without you."

Diane Clifford, National Wildlife Federation, [www.nwf.org](http://www.nwf.org)

*This workshop is sponsored in part by:*



community-minded  
ENTERPRISES  
*partnerships for the common good*



INBA  
Inland Northwest  
Business Alliance  
A Professional LGBT/Allyed Business Organization

*Sponsorship opportunities available.  
Contact Cat Carrel at [crcarrel@msn.com](mailto:crcarrel@msn.com).*