



## Upcoming Volunteer Executive Consultants Workshops Series

Please note location and fees of each workshop

### Inner Workings of Nonprofits

March 20, 2018 10:00 am to noon (refreshments 9:30 am)  
RSVP, 901 East 8<sup>th</sup> Avenue, Suite 200, King of Prussia, PA 19406

This workshop takes you behind the scenes of nonprofits that have effectively fundraised, established their brand and marketed themselves to the right target audiences. Topics to be covered include: How do some nonprofits take it to a next level? What do they do differently than you? What are the lessons learned that your organization should be using? *Workshop Facilitator: Ron Gawel, Former RSVP Board President, Former Business and Program Management at Lockheed Martin.*

To register, visit <https://www.eventbrite.com/e/inner-workings-of-nonprofits-tickets-42875399474>.

Fee: \$20. (RSVP current or past clients are free).

### Meet the Funders

April 27, 2018 9:30 am to noon (refreshments 9:00 am)  
Hyatt House, 240 Mall Boulevard, King of Prussia, PA 19406

Representatives from local foundations and corporations will make presentations followed by a Q&A and breakout session. This is an important and popular workshop for nonprofits wanting to learn more about the decision process in getting their grants and proposals funded. Panelists include representatives from: The Douty Foundation, VNA Foundation of Greater North Penn, the Regional Foundation Center of the Free Library of Philadelphia, Connelly Foundation and the Independence Blue Cross Foundation.

To register, visit <https://www.eventbrite.com/e/meet-the-funders-tickets-42876641188>. Fee: \$25 Early Bird, \$30 from April 1.

### Marketing: A Recipe for Survival

May 22, 2018 10:00 am to noon (refreshments 9:30 am)  
RSVP, 901 East 8<sup>th</sup> Avenue, Suite 200, King of Prussia, PA 19406

Have you heard it's important to market your organization? Are you uncertain what that means and how to do it? In this workshop, you will learn how to develop a marketing plan through: Market Research, SWOT Analysis, Strategic Planning and Setting Goals and Timelines. Solid marketing to all of your audiences is critical: to donors to raise funds; to potential clients to provide your services; and to volunteers to keep your organization alive. Examples of some organizations' marketing plans will be presented and discussed. All your marketing ideas are welcome. *Workshop Facilitator: Sylvia Lifschitz, PhD., Marketing Research*

To register, contact visit <https://www.eventbrite.com/e/marketing-a-recipe-for-survival-tickets-42947470039>. Fee: \$20. (RSVP current or past clients are free).

To learn more about our workshops, please contact Jolene Ewing (610) 834-1040 ext. 111 or [jolenee@rsvpmc.org](mailto:jolenee@rsvpmc.org)

