



Essential Skills and Knowledge for Nonprofit Leaders  
**Telling Your Story: Effective Communications for Nonprofits**

Thursday, March 26  
Foothills Higher Education Center, Morganton  
9:00-12:00  
Media Lunch 12:00-1:00

**Looking for practical tips and user-friendly tools to raise visibility for your nonprofit organization?**

This workshop brings national nonprofit communications expertise and experience to you -- customized for Burke County organizations.

Bring a team (board chair, executive director and active volunteer) to gain:

- New skills using communications to advance your strategic goals
- Deeper insight into targeting the right people to accelerate your work
- Tools to craft the message that best articulates your mission
- An overview of the most useful communications strategies and tactics for rural nonprofits

Join representatives from local media outlets for complementary lunch, media panel and discussion after the workshop!



**About the Instructor**

Rachel Perry has almost 30 years of political and corporate communications experience. She has worked for United Way Worldwide in various communications and programmatic capacities since 2004, and is currently the Director of Strategic Impact Communications for United Way Worldwide.

**ABOUT THE WORKSHOP**

**Who:** All interested nonprofit organizations, community groups, and public agencies are welcome to attend. Bring a team from your organization or come on your own.

**When:** 9:00 to 12:00, Media Lunch 12:00-1:00.

**Where:** Foothills Higher Education Center, 2128 South Sterling Street, Morganton – Room #HEC 211

**Cost:** \$10 fee per workshop for each attendee, includes lunch.

**Space is limited, advance registration required. Register now – email [beth.trigg@gmail.com](mailto:beth.trigg@gmail.com) for more info!**

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*WNC Nonprofit workshops in Burke County are made possible by a partnership with  
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