



Community Foundations Webinars

The James Irvine Foundation Tools for Community Foundations

March 2, 2012, 10am-11:30am

Growing Smarter: Achieving Sustainability in Emerging Community Foundations

The path to sustainability isn't built on growth alone.

Find out why new and growing community foundations are challenging the model for growth embraced by their older, more established counterparts. Grantmakers Forum of New York invites executive directors and finance officers to a special learning opportunity:

Know to Grow, a webinar work session where we'll

- CONTRAST conventional wisdom with reality
- CONSIDER 3 approaches to community foundation growth
- CONFRONT 4 strategic decisions every growing community foundation should make

April 4, 2012, 10am-11:30am:

4Ps of Marketing for Community Foundations

Are high-cost, low-impact strategies eating up your marketing budget?

Among the "Four Ps" of community foundation marketing, "public awareness" efforts often get disproportionate attention and investment when the other Ps—personal contacts, professional advisors and partnerships—can cost less and do more. Especially for executive directors and communications/development staff.

Mind Your Ps! A webinar work session where we'll...

- EXPLORE 4 fundamentals of community foundation marketing
- ASK 12 questions to find out whether you're making the most of your marketing efforts
- APPLY 6 tools that will help you build and carry out an easy but powerful marketing strategy

Questions? Contact Lisa Dahl, 585.232.2380 or Email: programs@grantmakers.org

REGISTER NOW!! Staff and Trustees of community foundations are invited to attend.

GFNY members \$35.00 each or \$60.00 for both

Nonmembers \$50.00 each or \$75.00 both

Please mail form and check: *(Sorry, we cannot accept credit cards.)*

Grantmakers Forum of New York

75 College Avenue

Rochester, NY 14607-1009

Community Foundations Webinars (indicate dates attending)

March 2 _____ April 4 _____ Total \$ _____

Name(s): _____ Title(s): _____

Organization: _____

Address: _____

City, State _____ Zip: _____

Phone: _____ Email: _____