

Press release from the Outer Banks Community Foundation
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FOR IMMEDIATE RELEASE

Community Foundation Announces Marketing Workshop for Nonprofits

Southern Shores, NC, September 8, 2014 — The Outer Banks Community Foundation is offering a marketing workshop for area nonprofits. “Storytelling for Nonprofits: How to Tell Stories that Build Support and Raise Money” will run from 8:00 a.m. to 4:00 p.m. on Thursday, October 16 at the Ramada Plaza Hotel in Kill Devil Hills.

Led by Kivi Leroux Miller, President of the Nonprofit Marketing Guide, the workshop will help participants learn how to use stories for raising funds, recruiting new volunteers, and engaging community support.

“Good stories are powerful because they are emotional,” said Ms. Miller, “and emotions -- not facts and figures -- drive giving. Stories are a nonprofit’s most powerful marketing and fundraising tool -- stories about the people served, and the volunteers and supporters.”

During the workshop, Ms. Miller will share how stories can be the backbone of any nonprofit’s marketing and fundraising strategy. Through a series of exercises and practice sessions, participants will learn how to tell three different kinds of stories, using so-called challenge plots, creativity plots, and connection plots. Participants will see how to use and reuse stories in email, on a website, in social media, in fundraising letters, at events, and more.

Tuition is \$15 for any representative of an Outer Banks nonprofit and includes the participants’ breakfast and lunch.

“Normally the tuition for this workshop would run \$85,” said Lorelei Costa, the Community Foundation’s Executive Director. “But thanks to sponsorship by Village Realty and the Ramada Plaza Hotel, we can offer this workshop at a steeply reduced price for our local nonprofits.”

Ms. Miller is the author of “The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause” and “Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money.” Through training, coaching, and consulting, she helps small nonprofits make a big impression with smart, savvy marketing, communications, and fundraising. A resident of Lexington, North Carolina, Ms. Miller teaches a weekly webinar series and writes a top-ranked blog on nonprofit communications at NonprofitMarketingGuide.com.

Nonprofits must preregister for the workshop by October 10 via the Community Foundation’s website: www.obcf.org.

The Outer Banks Community Foundation is a public charity that helps meet local needs across Dare County and the entire Outer Banks. The Community Foundations manages \$12 million in 125 charitable funds for individuals and agencies, awards charitable grants to local nonprofits, administers 40 scholarship funds, and provides tailored services to help donors pursue their charitable interests. Since its inception in 1982, the Community Foundation has awarded more than \$5.5 million in grants and scholarships to local nonprofits and students.

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Photo Caption: Kivi Leroux Miller, President of the Nonprofit Marketing Guide, will be leading a workshop on October 16 on marketing strategies for nonprofits. The workshop is offered by the Outer Banks Community Foundation.

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