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Special Interest Group

Friday, January 15, 2010
11:30 am - 1:00 pm

BRANDING AND WEBSITE -
Best Practices for Non-Profits

Location: Center for Community Cooperation,
2900 Live Oak Avenue, Dallas, TX 75204



Speaker: Bo Bothe, *Founder and CCO of BrandExtract*

Every dollar counts. As the economy is stretching resources for companies and individuals alike, each contact with a potential donor has never been more important.

Non-Profits face the same challenge as every company - establishing a clear brand promise and making sure the message resonates with the audience. However, getting your brand in order is only half the battle. Your organization's website is still the first, and possibly last, place people will go to check you out. Your presence on the web must be on target; clear, concise and easy to navigate.

Join us for a presentation and lively discussion on branding your non-profit organization and helping it grow with a powerful website presence.

Pre-registration: \$20/members and \$30/guests

At the door: \$30/members and \$40/guests

Lunch provided

Thanks to our sponsor: The Center for Nonprofit Management

For more information and to register for this event, please visit www.DFWAMA.com



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