



# 2019 NONPROFIT BREAKFAST SERIES

The Office of Public Affairs and the Mendoza College of Business Nonprofit Certificate Education is proud to offer the 2019 Nonprofit Breakfast Series designed to educate and engage community leaders to learn the secrets to nonprofit marketing. Join us for the series which includes breakfast, an expert speaker, and networking.

The series cost is \$100/person and each of the sessions will be held in the Jordan Auditorium of the Mendoza College of Business.

## TUESDAY, FEBRUARY 19, 2019

7:00 - 8:00 AM | Hot breakfast in the Mendoza College of Business Atrium

8:00 - 9:30 AM | COMMUNICATIONS/MARKETING IN THE NONPROFIT SECTOR

**Presenter:** Joe Urbany, Professor of Marketing, University of Notre Dame

This session will introduce marketing concepts and strategies to nonprofit managers typically thought to apply only for the for-profit sector. Topics include branding and the importance of protecting the brand, controlling the message to our markets, segmenting markets and consumer input.



## TUESDAY, MARCH 19, 2019

7:00 - 8:00 AM | Hot breakfast in the Mendoza College of Business Atrium

8:00 - 9:30 AM | UNDERSTANDING AND HARNESSING YOUR ORGANIZATION'S TRUE VALUE PROPOSITION

**Presenter:** Peter Ashley, Director of Communications for the Hospice Foundation, and President of LimeStreet Communications, LLC

One of the most important steps in growing your nonprofit is having a deeper understanding of your true purpose and how your unique value proposition drives your brand. Many organizations confuse "mission" with "brand," and as a result build a brand that is internally focused. In this session, Peter will provide an overview of a proven process to uncover your organization's most authentic purpose. Once an organization has a realistic understanding of its purpose and why people outside the organization should care, developing communications and marketing messages becomes much more fruitful.





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## TUESDAY, APRIL 16, 2019

7:00 - 8:00 AM | Hot breakfast in the Mendoza College of Business Atrium

8:00 - 9:30 AM | SOCIAL MARKETING

**Presenter:** Liz Harter, Social Media Program Manager, Public Relations, University of Notre Dame

In 2019, Facebook turns 15, Twitter turns 13, and Instagram turns 9 - while these platforms aren't exactly new anymore, they each release a host of new features each year that causes businesses and non-profits to innovate and create to continue to reach their audiences. We'll look at the most popular social networks and discuss how they're used by each generation and how they can be relevant to your nonprofit, as well as share best practices for any business on social media.



## TUESDAY, MAY 14, 2019

7:00 - 8:00 AM | Hot breakfast in the Mendoza College of Business Atrium

8:00 - 9:30 AM | MARKETING STRATEGIES ON A LIMITED BUDGET

**Presenter:** Scott Tingwald, Managing Director, Marketing Communications, University of Notre Dame

Scott will lead a small panel discussion on effective and practical marketing communications strategies and execution for those on a limited budget. Panelists include Thom and Jeannine Villing, co-owners of Villing & Company, a South Bend-based integrated marketing communications firm specializing in a select group of vertical markets including nonprofit organizations. The panel will also include other local marketing professionals.

**REGISTER HERE:** [publicaffairs.nd.edu/programs](http://publicaffairs.nd.edu/programs)