

APPARO'S NONPROFIT INSIGHTS PRESENTS:

STRESS-FREE SOCIAL MEDIA STRATEGY

EASY AND EFFECTIVE TACTICS FOR DRIVING
DONOR AND VOLUNTEER ENGAGEMENT



BE A SOCIAL SUPERSTAR

- Keep your cause top of mind - and inspire more giving of donations and time
- Determine if social media advertising is right for you
- Integrate social platforms with your website and email for a seamless experience

Learn to navigate the many platforms to choose from and types of content you can create. You'll walk away with a stress-free and impactful strategy that will ensure you are reaching your donors and volunteers in a way that keeps them eager to engage.

DETAILS

Friday, February 8 | 9 - 11 AM

- 9 - 10:30 Forum + Q&A
- 10:30 - 11 Open floor to learn about Apparo's Services

301 S. Brevard Street | Room 108
Charlotte, NC 28202

\$10; coffee and snacks provided

Guest Speaker: Lisa V. Gray

Lisa V. Gray has more than 25 years of experience in non-profit management, fundraising, and marketing in Charlotte, NC. In 2007 she launched Lisa V. Gray Nonprofit Strategies. In addition, she is a consultant with LevRidge Resources, a consulting practice that advances nonprofit results and builds capacity through interim senior engagements and business assessment. Lisa is a Constant Contact Certified Business Solutions Provider.



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