

**Registration:  
online**

www.evanstonforever.org

**Or** mail this form to:  
Evanston Community  
Foundation  
1007 Church St., Suite 108,  
Evanston, IL 60201

**Or** fax to 847.492.0904

**Thank you  
for your  
participation.**

NAME / TITLE PLEASE PRINT

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ORGANIZATION

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PHONE

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ADDRESS

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CITY / STATE / ZIP

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E-MAIL

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MY TOTAL PAYMENT AMOUNT IS \$ \_\_\_\_\_

MY CHECK IS ENCLOSED.  PLEASE CHARGE MY CREDIT CARD.

VISA  MASTERCARD

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CARD NUMBER \_\_\_\_\_ EXP. DATE: MM \_\_\_\_\_ YY \_\_\_\_\_

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SIGNATURE \_\_\_\_\_

INDIVIDUAL DONORS  
M 11/07/2011 @ 5:30P  
\$ \_\_\_\_\_ \$35

SOCIAL MEDIA  
W 01/25/2012 @ 9:30A  
\$ \_\_\_\_\_ \$35

VOLUNTEERISM  
TH 03/01/2012 @ 5:30P  
\$ \_\_\_\_\_ \$35

VALUE PACKAGE OF ALL 3  
\$ \_\_\_\_\_ \$85

**\$ \_\_\_\_\_ TOTAL**

- Facilitated by experts with knowledge of best practices and current trends
  - Featuring experienced nonprofit staff and board member panel discussions
  - Including time to network and brainstorm with other attendees
  - Located at the Evanston Public Library, 1703 Orrington Ave. Times vary
  - Available parking at the Church Street Self Park at corner of Church and Chicago
  - Refreshments provided
- capacity building workshops  
2011-2012**

1007 Church Street, Suite 108, Evanston, Illinois 60201

**evanston!communityfoundation**

evanston!communityfoundation

# GROWING YOUR CAPACITY

workshops for nonprofit organizations

**FALL 2011 / SPRING 2012**

All workshops take place at the Evanston Public Library.

**You've planted the seeds. Now grow your organization.**



## GROWING with individual donors

### Facilitator:

Matt Johnson,  
Vice President,  
Marketing &  
Development,  
McGaw YMCA

**Monday, November 7, 2011**

5:30-8:30pm / includes a light supper



**Good fundraising** is first and foremost about relationships, coupled with effective organizing and, increasingly, technological savvy. Fundraising from individuals is becoming more important than ever. Many organizations face challenges in knowing how to start and what to do next. This workshop is designed to help staff and board members learn how to strengthen and grow their base of support from individuals. Ideas will be shared to help participants identify potential donors, build relationships, engage individuals and track fundraising efforts that will raise visibility and resources for organizations.

**About the facilitator:** A seasoned fundraising professional, Matt Johnson brings a broad base of knowledge and a high degree of energy to his work. Matt specializes in individual and major gifts fundraising, with experience in cultural, higher education and human services settings. For the past four years, Matt has served as Vice President of Marketing & Development at the McGaw YMCA, where he has been instrumental in growing and cultivating the organization's base of support.

## GROWING with social media

### Facilitator:

RJ Coleman,  
Account Executive  
& Social Media  
Strategist,  
Live Marketing, Inc

**Wednesday, January 25, 2012**

9:30am-12:30pm / includes continental breakfast

**The pervasiveness of social media** compels nonprofits to explore fundraising, advocating, and conducting outreach online. The options can be overwhelming. This workshop will provide participants an overview of these ever-evolving channels of communication, case studies from a variety of organizations, and focused discussions of real world applications. Strategies will be emphasized that are practical for organizations that have limited capacity but are seeking a real return on their investments in social media.

**About the facilitator:** An actor by trade, RJ Coleman keeps himself entertained as an Account Executive for Live Marketing, Inc., a leading experiential marketing company in Chicago. RJ is also an experienced public relations specialist and presenter who shares his love for social media and technology with enthusiasm and creativity. In the past, RJ has served as a technology mentor for youth as well as a manager in non-for-profit arts organizations. As an involved resident of Evanston, RJ is passionate about the community and familiar with the integral role of its nonprofits.

## GROWING with volunteers

### Facilitator:

Cherie Carlson,  
Consultant,  
Integrated Advising  
Services

**Thursday, March 1, 2012**

5:30-8:30pm / includes a light supper

**Volunteers, with a passion** and intrinsic motivation for the greater good, can be a valuable asset to any organization. In order to maximize the energy and passion of volunteers, managers must provide appropriate training, feedback, and skilled placement within the organization. In this session, participants will learn how to clarify positions for greater fit between the tasks and the volunteer, effectively motivate and communicate to different volunteers, employ time-saving methods to show gratitude to multiple volunteers, and objectively provide feedback to volunteers.

**About the facilitator:** With two decades of extensive leadership development and training experience, Cherie Carlson is an accomplished mentor, advisor, and manager. Cherie is a dynamic public speaker who has presented to a wide range of audiences, employing creative methods and an energetic style. As a director of a not-for-profit, she has proven experience in engaging and energizing teams of staff and volunteers. She holds a MA in Educational Leadership from Northeastern Illinois University.

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the Evanston Public Library,  
1703 Orrington Avenue.

