

COMMUNITY PARTNERS TRAINING

Promoting Your Non-Profit

How to create a strategic campaign, program or event

Tuesday, October 22, 2013
10am-12 noon

Location: Auburn Chamber of Commerce (714 E. Glenn Ave.)

This presentation will cover the basics of creating strategic campaigns, programs or events. Waters will explain what resources are available to move your strategic plan forward such as using social media, branding and publicity for the nonprofit sector. She will have multiple examples of media kits, events and campaigns for the audience to view and discuss. Also, she will touch on constructing social media releases, traditional press releases and other tactics that might be of interest to the audience.

SPEAKER:

Susan Waters



Dr. Susan Waters became a member of the Communication and Journalism faculty at Auburn University in August 2009 after teaching five years at Missouri State University in Springfield, Missouri, and two years at Pittsburg State University in Kansas. She received the CLA Teaching Excellence Award for 2013. Students in Waters' classes often engage with local organizations (community partners) to create media kits, strategic campaigns and conduct research. She also does part-time consulting work. Waters' research and teaching interests include ethics, public relations, social media and service-learning.



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