

# Targeted Solutions

## 2<sup>nd</sup> Annual Breakfast



Does your organization develop targeted messages that move your audiences to action? Does it have a messaging strategy that drives its marketing efforts? Come learn about the essential elements of a non-profit marketing plan and messaging strategy at the 2nd Annual Targeted Solutions Breakfast. Experienced consultants will provide two seminars focused on these topics.

Marketing & Messaging  
Strategies for **Nonprofits**

where

Philadelphia Health Management Corporation  
260 South Broad Street, Suite 1800, Philadelphia, PA 19102

when

Friday, November 16, 2007  
9:00 am - 12:00 noon

RSVP

By November 9 to Janice Shinholster  
janices@phmc.org, 215-985-6890

#### **Presenters:**

- Defining Non-profit Messages  
*Laura Line, M.S., Deputy Director, National Nursing Centers Consortium and  
Brianna Williams, M.Ed., Senior Communications Officer, PHMC*
- Non-profit Marketing 101  
*Liza M. Rodriguez, Ph.D., Director, PHMC's Targeted Solutions*

#### **Next Spring and Summer Targeted Solutions brings you:**

- Proposal Writing 101
- Non-profit Website Design on a Shoestring
- Effectively Engaging Immigrant Populations