

**Institute on Philanthropy
Strategic Communications for Nonprofits Certificate
November 4 - 9, 2018**

Time	Sunday 11/4/18	Monday 11/5/18	Tuesday 11/6/18	Wednesday 11/7/18	Thursday 11/8/18	Friday 11/9/18
8:00 10:00		Assessing Your Organization/Market Katie Gilstrap	Telling Your Story Pam Hervey	Tactics - Your Video Story Pam Hervey	Tactics - Media Strategy Greg Surber	Measuring & Communicating Results Katie Gilstrap
Break						
10:00 12:00		Assessing & Developing Strategies Katie Gilstrap	Telling Your Story Pam Hervey	Tactics - Your Video Story Pam Hervey	Tactics - Digital Strategy Kelsey Leavey	Lab - Tactics Gilstrap, Hogge, Dean, Pam, Media
Lunch		Working Lunch 12:00 - 12:30	Lunch 12:00 - 1:00	Lunch 12:00 - 1:00	Lunch 12:00 - 1:00	Working LAB Lunch 12:00 - 1:00
1:00 3:00	Introduction to Nonprofit Marketing & Comm.	Developing Your Strategies, Objectives & Goals - Gilstrap	Writing Persuasively Hogge	Tactics - Direct Marketing Chantel Smith	Tactics - Social Media Dean Browell	Panel - Nonprofit Marketing/ Fine-tune Plans
Break						
3:00 5:00	Assessing Your Organization Gilstrap	Developing Your Audience Strategies Katie Gilstrap	Writing Persuasively Hogge	Tactics - Direct Marketing Chantel Smith	Tactics - Social Media Dean Browell	Present your Plans Gilstrap
5:00 6:00	Ends at 5:30 Dinner Provided		Optional Social			Certificate Awards Optional Offsite Social
Total Hours	4	9	8	8	8	8

45

Lunch in Heilman Dining Hall

updated 7/17/18

Instructors

Katie Gilstrap	Life Caregiving
Pam Hervey	Fuel Creative
David Hogge	Consultant
Kelsey Leavey	Hodges Partnership
Greg Surber	Hodges Partnership
Chantel Smith	W&M Mason School of Business
Dean Browell	Feedback Agency

All Tactics sessions will address:

- Assessment
- Decision making
- Implementation
- Measurement
- Budget/timing