

NEWS

VOLUNTEER CENTER OF BERGEN COUNTY, INC.

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Public Relations Seminar for Non Profits

North Jersey--Non-profit professionals are invited to attend a seminar on **“The Power of PR for Non-Profits”**, on Tuesday, June 17, 2008. Sponsored by the Volunteer Center of Bergen County, the program will take place from 9:00 am to 1:00 pm at Bergen Community College Technical Education Center, 400 Paramus Road in Paramus.

Course leader is award winning news director and media advisor Susan Young, President of Susan Young Media Relations, who will present an informative, fast-paced, entertaining and interactive workshop, designed for non-profit agencies of all sizes and budgets that want to increase their visibility, name recognition and donor base.

Ms. Young shares successful tips and methods that have proven results; the presentation will include:

- The #1 Complaint of editors and reporters
- Key Ways to Deciding What’s Newsworthy
- Tips for Creating News, Credibility and Buzz
- Ways to Get “Free Press”
- How to Build a Proactive PR Strategy

“A well developed public and media relations program will make people aware of what your organization is, what it offers, and what it does,” says Janet Sharma, Executive Director of the Volunteer Center. “Regular media exposure legitimizes your organization’s work and enhances its reputation in the community. This will result in attracting more financial support and community involvement in your programs.”

“The Power of PR for Non-Profits” is sponsored by (201) Magazine, The Record and North Jersey Media Group. The special discounted \$20 registration fee includes continental breakfast and all course materials. Pre-registration and pre-payment is required; room location and parking instructions for Bergen Community College will be sent after confirmation. The deadline for registration is June 10, 2008. For more information or to register, e-mail training@bergenvolunteers.org, or call (201) 489-9454, ext.114.

The mission of the Volunteer Center is to strengthen the community by connecting people with opportunities to serve, operating model volunteer programs, building capacity for effective volunteering, and participating in strategic partnerships that meet community needs.

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