



Please join us Wednesday, September 2nd for our next Five Good Ideas session, featuring Alice Lutz of [Oxygen Consulting, Inc.](#) who will be presenting ***Effective Marketing Basics for Nonprofits.***

Wednesday, September 2, 2009

10:30 a.m. – 2:00 p.m.

The Triangle Community Foundation

324 Blackwell Street, Suite 1220, Durham, NC 27701

[Directions to TCF](#)

What is Five Good Ideas? Five Good Ideas is a FREE leadership development program being offered to support the talented leaders in North Carolina's nonprofit community. The nonprofit sector is a vital component in creating and sustaining healthy communities; and the management of nonprofit organizations requires passionate, talented and skilled leadership. It is our intention to support leaders as they implement good ideas into great practice.

Specifically, Five Good Ideas is designed to:

- Increase networking opportunities for nonprofit leaders
- Enhance management and leadership skills
- Aid in the reduction of organizational turnover by increasing the effectiveness of, and resources available to, nonprofit leaders

How does it work? We initiate a discussion of five good ideas, and ask attendees to transform them into great practice.

Twenty-five nonprofit leaders participate in a three-week program. In the first part of the program, we convene for a three-hour session (lunch is provided) during which an industry or issue expert initiates a conversation on five practical ideas and explores with attendees how they can utilize these ideas to further their organization's mission. At the conclusion of the presentation, participants network in small groups to brainstorm how to specifically implement these ideas into their work. Three weeks following the convening, attendees respond to an electronic survey and share their application of at least one of the new ideas. Summary information from both the session and the survey responses will be shared with all participants and posted on the BCBSNC Foundation Web site.

What is the focus? With ***Effective Marketing Basics***, featured presenter, Alice Lutz, CFRE will share applicable marketing strategies designed to increase your organization's brand awareness which can help you, your staff, volunteers and board improve your bottom line.

How do I participate? Register online at <http://www.bcbsncfoundation.org/>. If you are unable to participate, please forward this invitation to a senior level colleague or board member who could participate in your place. For more information, please contact Jill Mallatratt at jill.mallatratt@bcbsncfoundation.org or 919.765.7347.

PLEASE RESPOND BY FRIDAY, AUGUST 21, 2009