



Fairfield County
Community Foundation

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Nonprofit workshop on Jan. 28 focuses on social media tools

NORWALK, Dec. 30, 2010 — Facebook, Twitter, LinkedIn and other social media tools have become a powerful force in helping nonprofit organizations connect with their donors, volunteers and supporters.

On Friday, January 28, from 9 a.m. to 12 p.m. at the Bridgeport Public Library's Black Rock Branch, the Fairfield County Community Foundation's Center for Nonprofit Excellence, in partnership with the Connecticut Association of Nonprofits, will offer an important workshop helping Fairfield County's nonprofit leaders and their staff discover the benefits and potential pitfalls of social media. The workshop costs \$40 with full details and registration information available online at www.fccfoundation.org.

During the workshop, presenters Jessica Lyon and Danielle Cyr of Co-Communications, a marketing and public relations firm, will review social networking strategies for nonprofits and focus on ensuring the time invested in these new tools leads to marketing and fundraising success. Topics will include: measuring return on investment, locating prospective partners and clients and making the nonprofit's voice coherent and cohesive on all levels.

The Center for Nonprofit Excellence provides board and staff members of Fairfield County nonprofits with workshops, grants, networking opportunities, consultant referral, access to a resource library and databases, and meeting space. In the past year, more than 750 nonprofit directors, board members and staff from over 500 Fairfield County nonprofits, attended Center for Nonprofit Excellence workshops designed to improve financial management and organizational practices to help nonprofits operate as efficiently as possible.

The Center for Nonprofit Excellence is generously supported by: the Altria Foundation, Citizens Bank Foundation, GE Foundation, JP Morgan Chase Foundation, Michael Matson Advisors, New

Alliance Foundation, Peoples United Community Foundation, The Ruth Brown Foundation, the Blue-nose Fund and the Perrin Family Fund at the Fairfield County Community Foundation.

The Fairfield County Community Foundation promotes the growth of community and regional philanthropy to improve the quality of life throughout Fairfield County. Individuals, families, corporations and organizations can establish their own charitable funds or contribute to existing funds focused on specific areas of need or communities in Fairfield County. The Foundation also provides philanthropic advisory services, and develops and leads initiatives to tackle critical community issues. It is in compliance with the Council on Foundations' national standards for community foundations. The Foundation has awarded over \$123 million in grants to nonprofits in Fairfield County and beyond. For more information, visit www.fccfoundation.org.

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