

United Growth for Kent County
P.O. Box 6936
Grand Rapids, MI 49516-6936

Pre-registration is required.

Free to 2007-08 United Growth for Kent County members, MSU Extension Land Policy Educators and their volunteers. **\$20.00 for all others.**

Program Cancellation Fees:

Before April 6, 2007: 100% Refund

After April 6, 2007: No Refund



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P.O. Box 6936
Grand Rapids, MI 49516-6936
Phone: 616-970-5278
Fax: 616-336-3836
Email: ugkc@unitedgrowth.org
Web: www.unitedgrowth.org

United Growth for Kent County
Presents:

HOW TO BUILD A SUCCESSFUL MEMBERSHIP CAMPAIGN

A workshop designed for non-profit organizations

Friday, April 13, 2007

8:30 a.m.—12:00 p.m.

Kent/MSU Extension

775 Ball Avenue NE

Grand Rapids, MI 49503

Free for members and \$20 for others.

Featuring Carole Pence
of Pence Consulting and Instructor
with the University of Indiana's
Philanthropy Center



How to Build a Membership Campaign

In today's economy, non-profit organizations are working harder to find resources. Membership campaigns can be an effective tool to gain public awareness, support and in leveraging funding.

Please join us on April 13, 2007 from 8:30 to 12:00 as Carole Pence of Pence Consulting teaches us how to build or improve our membership campaigns. Carole is an instructor for The University of Indiana's Philanthropy Center, which is viewed as the best in the nation.

This program is intended for non-profit organizations focusing on land use issues, but the concepts discussed will be beneficial to all non-profit organizations.

Highlights of the Workshop Include:

1. Why membership is important
2. Basic components of a membership campaign and relating the campaign to your mission
3. Tips for setting a membership dues structure
4. How important are membership materials? (i.e. brochures, mailings)
5. Membership benefits
6. Importance of personal contacts
7. List of resources

This workshop would normally cost \$300 or more but it is available for FREE to 2007-08 United Growth for Kent County members.

To become a member, fill out the membership form at www.unitedgrowth.org or contact Kendra Wills at 616-970-5278.

Please Register by April 9, 2007

Name: _____

Address: _____

Phone: (____) _____

Email: _____

Fees:

Free to 2007-08 United Growth members

Non-members = \$20 per person

The 2007-08 membership list is available online at www.unitedgrowth.org

One registration form per person please. This form may be duplicated.

Please make check payable to:

Kent/MSU Extension

Includes continental breakfast

Please detach and send to:

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