

The background features a dark gray color with two large, faint, stylized letters, 'E' and 'S', rendered in a lighter gray. The 'E' is positioned in the upper left and center, while the 'S' is in the lower left and center. The text is centered and reads:

Secrets *of*  
Successful  
Nonprofits

# WORKSHOPS TAILORED TO THE NONPROFITS OF TODAY

## **Using Social Media to Advance Your Mission**

Social media has radically changed the way nonprofits and their support base interact. According to Giving USA, the average donation through social media increased from \$38 in 2010 to \$59 in 2012. In this session, learn how to leverage and incorporate effective Facebook, Twitter, Instagram and other social media platforms into your fundraising and development planning to build community, recruit volunteers and increase giving.

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## **Making Your Board Work**

Board positions are volunteer-based, but that doesn't mean they aren't hard work. With the right planning and cultivation, you can get your board members mobilized to work for you, bringing your organization one step closer to achieving your mission. In this session, learn how to better recruit, retain and engage your board of directors to advance your communication and fundraising needs.

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## **Creating the Case for Support**

A strong case for support is the difference between chasing and achieving your organization's mission. Simply put, it's the foundation on which everything else is built – speaking points for donor meetings, brochure text, website content and the like. In this session, learn the fundamentals of how to create a case for support that gets the job done every time so that the next time a potential donor considers your case for support, it is not only clear what your organization does but why a gift at this time is of vital importance.

**We would love to work with your organization to deliver these workshops and to further identify how we can help you achieve your goals and enhance your giving program. CALL US TO SET UP A FREE CONSULTATION.**

# THE EXPERTS



**Betsie Meric Gambel**, *President*

One of the most respected public relations professionals in the Greater New Orleans area, Betsie Gambel has worked with nonprofits on fundraising and cause marketing throughout her career. She has deep roots in philanthropy both professionally and personally as a lifelong volunteer and active member of numerous boards. She is a “networker extraordinaire” - her passion is putting people and ideas together.



**Amy Boyle Collins**, *Director of Strategy*

Amy Boyle Collins is a seasoned communications professional experienced in marketing, community relations, events and fundraising. Advising clients on best practice integrated communications is what makes her tick. In the last decade, Amy has worked in the nonprofit sector both in-house as executive director for the Young Leadership Council and as a consultant.

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## **About Gambel Communications**

Gambel Communications is a full service public relations agency specializing in communication strategy, branding and marketing, media and community relations, social media and special events. The agency works with nonprofits large and small, producing fresh, innovative ideas and exceeding expectations through high standards, excellent quality of work and strong relationships.

## NONPROFIT EXPERIENCE

This list reflects a sampling of nonprofit experience of employees of Gambel Communications.

Academy of the Sacred Heart  
Archdiocese of New Orleans  
Association of Fundraising Professionals- New Orleans  
American Heart Association  
Angels' Place  
Baptist Community Ministries  
Business Council of New Orleans and the River Region  
City Year  
Catholic Foundation  
Committee for a Better New Orleans  
Council on Alcoholism and Drug Abuse  
Companies with a Mission  
Crescent City Lights Youth Theater  
Crescent River Pilots Foundation  
Daughters of Charity Services of New Orleans  
Fidelity Bank-Corporate Giving Program  
Greater New Orleans Afterschool Partnership  
Greater New Orleans Foundation  
Healthy Lifestyle Choices  
Heymann Foundation  
Jefferson Chamber Foundation Academy  
Learning Partners  
Legacy Donor Foundation  
Leukemia and Lymphoma Society  
Louisiana Campaign for Tobacco-Free Living

Louisiana Children's Museum  
Louisiana Museum Foundation  
Louisiana SIDS Program  
Louisiana State Museum  
Milne Home  
Muscular Dystrophy Association-Maison Dupuy partnership  
National Multiple Sclerosis Society  
New Orleans Ballet Association  
New Orleans Center for the Creative Arts (NOCCA)  
New Orleans FireFighters Foundation  
New Orleans Mission  
New Orleans Theatre Association  
Nurse Family Partnership  
Partners for Healthy Babies  
Program of All-Inclusive Care for the Elderly (PACE)  
Second Harvest Food Bank - Louisiana  
The Historic New Orleans Collection  
Tulane University Hospital and Clinic -  
Operation Mend-a-Heart  
UnitedHealthcare  
UnitedHealth Foundation  
United Way of Southeast Louisiana  
Volunteers of America  
Young Leadership Council



**GAMBEL**  
communications

public relations • strategy • issue management  
special events • social media

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