



is pleased to present *AT NO COST*:

## ***Marketing for Maximum Impact on a Minimum Budget: Segment, Prioritize & Attract your Key Audiences***

**When: Thursday, May 5, 2011  
1:00 – 3:00pm**

**Where: HSB, Door 3, 2nd Floor, Conf. Rm. A  
5303 S. Cedar St. Lansing, MI**

Does your nonprofit segment its audiences properly for maximum impact with limited marketing dollars? If you're asking, "What is an audience," this workshop is for you. Learn to segment your audiences by categories (donors, volunteers, attendees, etc), and prioritize based on activity during this hands-on workshop where you will walk away with the start of an actual marketing plan.

*Bring your board and committee chairs for maximum effectiveness and a speedy implementation of your plan.*

**Presented by:** Michelle M. Lantz, MA, APR of Lantz Communications, Inc., communications. public relations. marketing. <http://www.lantzcommunications.com/>

**Registration begins at 12:30 pm; advance registration is requested. Please send separate registrations for each participant to [powerofweconsortium@ingham.org](mailto:powerofweconsortium@ingham.org)**

<b>May 5th<sup>th</sup> CBP Workshop</b>	<b>Marketing for Maximum Impact on a Minimum Budget: Segment, Prioritize &amp; Attract your Key Audiences</b>
Last Name	
First Name	
Title	
Organization	
Phone Number	
E-mail Address	