



Women in Development of Northeastern New York

Building networks, sharing best practices, and working collaboratively for our collective success.

Your Nonprofit's Personality is its Brand; What Does Yours Say About You?

Wednesday, June 12, 2013 Registration Deadline: June 5, 2013

7:30-8:00 am - Registration, Networking and Buffet Breakfast: • 8:00-10:00 am - Program, including Annual Meeting and Election • Location: Wolferts Roost Country Club, 120 Van Rensselaer Blvd., Albany

What's your personality? Are you an optimist or a pessimist? Are you outgoing or shy? More importantly, how do your friends, family members, and strangers describe you?

In the same way that your personality defines you as an individual, your brand defines you as an organization.

Your brand is so much more than your logo or tagline; it's a combination of all the everyday actions you take. Simply put, your brand is your nonprofit's reputation. It's how your donors, constituents, volunteers, employees, and others perceive you.

Have a good reputation? Great! This can help you to attract more funding, recruit and retain the best talent, and garner the respect of other key stakeholders.

Have a bad reputation? Well, you know how that goes ...

Join Jocelyn Harmon, Vice President of Development for The Global Fund for Children, for a lively and interactive discussion on what your organizations brand is, why you should care, and how you can enhance it today.



Jocelyn Harmon
VP of Development
The Global Fund for Children

About Our Speaker

Jocelyn Harmon leads the development team at The Global Fund for Children (GFC). GFC is an amazing organization that is transforming the lives of the world's most vulnerable children by making small grants and building the capacity of grassroots organizations worldwide. Since 1997, GFC has invested more than \$27M in 500 organizations, serving children in 78 countries. Before joining GFC, Jocelyn served as Vice President of Sales, Marketing and Customer Success for Network for Good, which helps nonprofits to raise money and engage supporters online. Jocelyn has been a member of the capacity-building community for nonprofits, since 2000, which is a fancy way of saying that she has a lot of experience in and enjoys helping nonprofits to build strong businesses so that they better achieve their missions.

Yes! I would like to attend "Your Nonprofit's Personality" on June 12, 2013.

- Please reserve _____ spots for WID members (at \$20/member). Please reserve _____ spots for non-WID members (at \$35/non-member).
- I would like to become a member of Women in Development (\$60/annually).

Please list the names of the people who will be attending this program.

Name _____ Member Non-Member
 Name _____ Member Non-Member

Please share your contact information.

Organization _____
 Address _____
 City _____ State _____ Zip _____
 Daytime phone _____ E-mail _____

Registration Deadline is June 5

Registrations made after this date will be assessed a \$5 late fee. Unpaid reservations will be invoiced regardless of whether someone is in attendance at the program. We thank you for understanding that WID must pay for every reservation made.

Please send payment to: Women in Development • P.O. Box 5871 • Albany, NY 12205 • membership@widneny.net
To register online by credit card, visit our website at: www.widneny.net/programs.htm or call Sheila Bouck at 869-5761.