

"These are challenging times for non-profits. National Life Group can help organizations beyond cash and we want to spread the word about these in-kind opportunities. On October 14th we're offering three free workshops to give our community partners additional tools during these tough times."

– *Martha Trombley Oakes*
President of the Foundation

"Since non-profit staff members are spread thin, publicity and partnership opportunities are often left untapped. My workshop focuses on marketing strategies that are inexpensive and practical."

– *Laura Arnesen*
Non-Profit Marketing and Coaching

"For years now National Life Group employees have been volunteering in our community. We're taking the next step by posting the volunteer needs of local non-profits on our website and allowing employees to volunteer during paid work hours. Our talented and willing employees are a great community resource!"

– *Martha Trombley Oakes*
President of the Foundation



Green Up Day



Publicity & Partnership Strategies for Non-Profits

Sponsored by the National Life Group Charitable Foundation

When:

Wednesday, October 14, 2009
9:00 am - 2:30 pm

Where:

National Life Group's Headquarters
One National Life Drive, Montpelier, VT

www.nlgcf.com



Everybody Wins! Read-A-Thon

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Experience Life™

Non-profits need more than grant money to survive in these difficult times. That's why the National Life Group Charitable Foundation is sponsoring a free seminar for Vermont non-profit leaders. After helping hundreds of organizations over many years, we're sensitive to the additional challenges currently facing non-profits. Our goal is to offer you new tools and review how we can assist you in your important work. The seminar includes three workshops:

1. Expanding your partnership with the National Life Group Charitable Foundation: Presented by Martha Trombley Oakes, Foundation President.

Martha will explain new procedures for grant applications and review website changes. National Life Group and our Charitable Foundation can help non-profits in 8 different ways, including in-kind printing and event sponsorship.

2. Non-Profit Marketing and Coaching:

Presented by Laura Arnesen, a 25-year marketing, fundraising and communications veteran.

Laura will focus on how to make publicity a priority, take a closer look at your challenges and get you thinking like a marketing professional. A pre-workshop assessment will help you get specific strategies out of the session. Learn new ways to strengthen the connection between publicity, fundraising, donors, events, and volunteers.

3. IRS Form 990 Accounting Workshop:

Presented by Wallace Tapia, CPA.

Wallace will overview the recently-revised Form 990 - reporting requirements; disclosure, transparency, and governance considerations; and tips for compiling both the qualitative and quantitative information needed. For many organizations the IRS Form 990 serves as their "public report."

Brown Bag Lunch to meet future volunteers!

National Life Group has a deep commitment to service and a new policy that makes volunteering easier. Full and part-time employees may take up to 40 paid hours a year from work to volunteer. With more than 800 Montpelier-based employees, that is a lot of potential people power! On October 14th, from 11:30 - 1:00 pm you can set up a display or just have representatives available to discuss what makes your organization special. Bring your lunch or go through our cafeteria line. Throughout the year, we will post volunteer needs on our employee website. This is an excellent way to entice our talented and willing staff to become your future volunteers!

National Life Group has been providing insurance and financial services to Vermonters and beyond for 160 years. The National Life Group Charitable Foundation helped one hundred non-profits last year through grants. The Foundation looks for projects that address a clearly defined community need and will consider proposals in any category, although those that focus on children and families, health and human services, the environment and the arts are more frequently funded: www.nlgcf.com for more information.

Who should attend?

Vermont non-profit leaders - executive directors, staff and board members are welcome. Since the National Life Group Charitable Foundation focuses on organizations surrounding its Montpelier headquarters, preference will be given to people associated with Washington and Chittenden County non-profits.

Please reserve by emailing: mtrombleyoakes@nationallife.com

Why attend?

Your time is precious, but we think these workshops will help in a variety of ways...

- Learn about the 8 ways National Life Group and its Charitable Foundation help non-profits. Martha Trombley Oakes, the Foundation's President, will explain funding priorities, grant requirements and timing, and will offer tips for building partnerships with funders.
- Need new marketing strategies? Some attendees will have their non-profit used as a case study.
- Are you concerned about changes in the IRS form 990 and how it may affect your organization's 2009 tax return?
- Did you know that National Life Group donates printing?
- Looking for donated space for a meeting or fundraising event? National Life Group might be able to help.
- Need more volunteers? National Life Group employees can volunteer during work hours. Find out more on October 14th.

Take advantage of these workshops and put additional arrows in your quiver!

We're committed to you
our
community and the
environment