

# Non-Profit Leadership Forum

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## *Sponsored by Somers Congregational Church*

REGISTRATION DEADLINE: MAY 1<sup>ST</sup>

Thank you for registering for this event. We are looking forward to hosting. Please complete the following information.

ORGANIZATION NAME: \_\_\_\_\_

ORGANIZATION WEBSITE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PARTICIPANT'S NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_ Cell Landline (circle one) TITLE/ROLE: \_\_\_\_\_

MAY WE SHARE YOUR CONTACT INFORMATION WITH THE OTHER PARTICIPANTS AT THE EVENT? \_\_\_\_\_

The following will help us in preparing for the program. Does your organization use any of the following forms of technology and communication? Please check each one that applies. FACEBOOK: \_\_\_\_\_ CONSTANT CONTACT: \_\_\_\_\_

MAIL CHIMP: \_\_\_\_\_ WEBSITE: \_\_\_\_\_ TWITTER: \_\_\_\_\_ INSTAGRAM: \_\_\_\_\_ SNAPCHAT: \_\_\_\_\_

YouTube: \_\_\_\_\_ OTHER: \_\_\_\_\_ Approx. Size of Your Group/Organization: \_\_\_\_\_

We will be compiling a "Somers Event Calendar 2019-2020" which will include all of the participants' dates for whatever programs, events or fundraisers they wish to share. We'll distribute the compiled list to attendees and make it available electronically. Everyone is welcome to bring promotional material for your organization and/or any upcoming events. We'll set up a marketing table with everyone's brochures and flyers to be shared.

Event Date/Time	Event Title / Description	Brief Description/Location

(Attach a separate list if that is more convenient)

**PAYMENT:** Please make checks payable to "SCC" and note "Event" in the memo line. Registrations and checks can be mailed or brought to our church office Monday-Thursday from 9:00-11:30 a.m. After hours, please drop off payment and registration in secure black mailbox near the side entrance of the church. You are also welcome to join us at worship on Sundays at 9:30 a.m. and drop it off then!

**ADDRESS:** 599 MAIN ST., SOMERS, CT 06071

**QUESTIONS TO EVENT COORDINATOR:** Lisa Gay, 860-966-4494 (cell), [telehelp@cox.net](mailto:telehelp@cox.net)



# Non-Profit Leadership Forum: *Getting Started with Social Media*

Saturday, May 11<sup>th</sup>

*Hosted by Somers Congregational Church*

**Guest Speaker: Lora Rae Anderson, Director of Communications,  
Connecticut Department of Consumer Protection**

Our speaker will focus broadly on how you can utilize social media, email platforms, and other technology to communicate your organization's mission to the public, and build membership. There are so many different options now, and it can be challenging to even know where to start. Our hope is not that you'll have mastered everything by the end of the conversation, but that you'll have an idea of what's out there, and set some next steps for you and your organization.

Registration  
Deadline:  
May 1<sup>ST</sup>

Fee: \$10.00  
Per Person

See Registration  
Form for details

## What to Expect

8:00  
*Check In & Continental  
Breakfast*

8:30  
*Program Begins*  
Guest Speaker  
Small Group Exchange  
Takeaways and Lessons  
Learned

10:15  
*Closing Remarks and  
Networking*

*Join us for this inspiring event to learn, collaborate, and  
share with other non-profit leaders in our community.*

## Speaker Bio

Lora Rae Anderson currently works as the Director of Communications for Connecticut's Department of Consumer Protection. In that role, she oversees media relations, social media,

development of educational publications, website maintenance, and the agency's visits to community organizations and forums. Lora Rae has also served multiple organizing, advocacy, and communications

roles on political campaigns and for advocacy organizations in Connecticut, Ohio, and Wisconsin. Lora Rae studied music and international politics at the University of Wisconsin - Eau Claire.

599 Main Street  
Somers, CT 06071

[TheSomersChurch.org](http://TheSomersChurch.org)

Event Coordinator:  
Lisa Gay 860-749-4445  
[telehelp@cox.net](mailto:telehelp@cox.net)