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SO YOU WANT TO DO A NEWSLETTER: MAKING THE MOST OF YOUR EMAIL MARKETING WEDNESDAY, FEBRUARY 26, 2:00PM EST

Email is still one of the most effective ways to reach your vital stakeholders. But creating newsletters and other content that people want to read is a big challenge especially for organizations with limited budgets and time. Whether you seek to improve an existing newsletter or kick off a new one, this webinar will give you tips and insights you need to send newsletters that achieve the results you seek. Topics to be covered include:

- How to evaluate whether doing a newsletter is right for your organization
- Determining the right content
- Defining your audience and setting expectations
- Key elements that must be in your newsletter

Presenter: **LIZ WAINGER**

For more than two decades, Liz has served at the side of executives at Fortune 500s, nonprofits, start-ups and government agencies, offering creative communications strategies that illuminate value, build revenue and reputations, and break down internal silos. Before founding Wainger Group in 2000, Liz held senior communications positions with Morino Institute and Venture Philanthropy Partners, The National Trust for Historic Preservation and The American Institute of Architects. She was a reporter at The Washington Post on the Metro and Style desks. A prolific writer, she is the author of the 2018 book, **Prism of Value®: Connect, Convince and Influence When It Matters Most**. She has blogged for Huffington Post and her work and has appeared in the Washington Post, Washington Business Journal, and numerous professional and digital publications.