



VIRTUAL
WORKSHOPS



WACCAMAW NONPROFIT SUMMIT

HORRY & GEORGETOWN COUNTIES

WWW.WACCAMAWNONPROFITSUMMIT.ORG

May 20, 2021 from 9:00AM – 12:00PM

Articulating Your Brand's Impact

Nonprofit storytelling is a vital expression of an organization's mission and purpose. It's this expression that shares the impact of their programming and highlights their abilities to steward resources that will change our communities. To be effective in the marketing and development of your work, you must first be effective in articulating your brand. During this interactive workshop, we will identify the strengths of your organization to aid in weaving together an ideal brand story that will captivate your audiences and provide you with the skills to attract new donors and sustain current donor relationships.



HEATHER SINGLETON
Strategic Public Relations
Consulting

Heather Singleton was born and raised in Charleston, South Carolina. She obtained a Bachelor of Arts in Political Science degree from the University of South Carolina in 2010. After graduating, Heather has worked in the corporate and nonprofit sectors, with focuses on training, facilitation, and fundraising. Most notably, Heather worked as a Resource Development Division Director with United Way of the Midlands, where she was a member of their development team for nearly seven years.

She is the Principal Consultant of Strategic Public Relations Consulting, a firm that serves businesses and nonprofits with needs surrounding public relations and corporate training. In her spare time, she has served on the board of directors with the Midlands chapter of the American Advertising Federation, volunteers with her church and is a mentor with Perfect Pearlz, Inc. Heather finds purpose in helping others improve their professional skills to become the success stories that they were born to be.

Register online: bit.ly/WaccamawNonprofitSummitMay20

All sessions are FREE to attend and open to any nonprofit organization's employees, volunteers & Board Members.

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