

The Cultural Organization of Lowell (COOL) presents:

“Building Relationships”

Workshops for Cultural Organizations, Festival Organizers & the Arts Community

DATES/TIMES: Tuesdays, March 9, 23 & 30 | 6 – 8:30PM

LOCATION: Lowell National Historical Park Headquarters, 67 Kirk Street, Lowell

COST: \$15 per session / \$40 for all three *

Building strong relationships is essential to organizing a successful event and planning for organizational growth. Whether you’re recruiting volunteers, connecting with grant-makers and sponsors, or trying to build audience or fan base, a strong network of supporters is critical to building and expanding your networks. The Cultural Organization of Lowell (COOL) is pleased to present technical assistance workshops on grant writing, fundraising, volunteer recruitment, social media, and marketing and publicity. These targeted classes are based on feedback many of you provided us last year. Classes will focus on best practices and will incorporate applied learning and exercises. **To register or for more information, please contact Suzanne Cromwell at scromwell@lowellma.gov or 978-674-1483.**

Tuesday, March 9 | “Sharpen Your Grantwriting Skills”

Facilitators:

Joyce Mannis, Non-profit Management Consultant

Phil Hall, Grant Administrator, Theodore Edson Parker Foundation

- Get valuable grant writing tips and crucial updates on the application process for select grantors
- Learn ‘tricks of the trade’ from a GRANTOR’S point of view
- Receive essential, professional feedback on a current grant proposal during an interactive evaluation period with the facilitator (participants are encouraged to bring a current proposal in progress)

Tuesday, March 23 | “Fundraising Outreach & Volunteer Recruitment”

Facilitators:

Sue Ann Pearson, Executive Director, Lowell Festival Foundation

Genet Jeanjean, Boston Global Communications

- Learn best practices when approaching a new funder and how to cultivate lasting relationships
- Explore money-making ideas and unique fundraising options
- Establish a core volunteer team or grow your existing one

Tuesday, March 30 | “Marketing & Publicity with a Focus on Social Media”

Facilitators:

Marianne Gries, Lowell Alliance for Families and Neighborhoods

Anne Ruthmann, *Anne Ruthmann Photography*

- Hear more about social media and its impact on businesses, non-profits, and organizations of every size
- Determine if utilizing Social Media is right for you and your organization
- Perfect your marketing collateral and press packets

* If the cost of these workshops is a hardship for you or your organization, please contact Suzanne Cromwell.