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For Immediate Release

Nonprofit Consulting Firm Launches New Fall 2013 Webinar Series

The INS Group Will Host Four Information-Packed Tutorials Starting in September to Help Organizations Increase Funding, Plan & Build Capacity!

Raleigh, NC (September 6, 2013) – Are budget cuts keeping you up at night? Do you need help setting organizational priorities? The INS Group – a consulting firm dedicated to creating innovative solutions for nonprofits, government agencies, and faith-based institutions nationwide – can help. During the final quarter of 2013, we will present four 90-minute webinars to help you operate with maximum efficiency. Using interactive WebEx technology, each live, interactive session will be facilitated by The INS Group President and Founder Ruth Peebles.

Those wishing to attend should register at <http://www.theinsgroup.com/gran>. In addition to participation in the webinars, registrants will receive unlimited online access to a link of the recorded webinar, the PowerPoint presentation from the session, and an opportunity to ask questions after each session. The following webinars can be purchased individually for \$30 or as a package for a discounted rate of \$100 for all four (offer expires September 20 at 11:59 p.m. PT):

► **How to Create a Sustainable Nonprofit Strategic Plan:** Tuesday, September 24, from 2 p.m. to 3:30 p.m. ET

A well-designed strategic plan provides organizational direction, helps to set priorities, assists with budgeting and resource allocation, and improves overall organizational effectiveness, accountability, and decision-making. This webinar provides an easy-to-follow, step-by-step road map for the future that can be used by any nonprofit. Whether you are a staff member, executive director, or board member, this online tutorial will reveal the key steps and methodology for building a successful strategic plan. Participants will discover how to evaluate the external and internal environment of an organization as well as the fundamentals of developing mission

statements, setting goals and measurable objectives, and identifying activities to be implemented. The webinar provides all the tools necessary to implement a useful evaluation process that assesses organizational capacity and creates procedures for evaluating strategic outcomes.

► **Beyond the Grant - Cultivating Relationships, Capacity Building and Sustainability:** Wednesday, October 30, from 2 p.m. to 3:30 p.m. ET

Project sustainability denotes an organization's ability to accurately determine and maintain desired outcomes, achieve long-term growth, and change in accordance with changing community conditions and needs. This webinar will focus on strategic financing and stewardship, the development of a broad based of community relationships, and communication strategies to facilitate long-term collaborations. Participants will learn the key elements of an effective sustainability plan/strategic fund development plan and concrete actions to ensure sustainability. New fundraising trends and fundraising strategies will be shared.

► **The Secret to Special Events Fundraising:** Wednesday, November 20, from 2 p.m. to 3:30 p.m. ET

Special events provide a unique opportunity to expand the constituency of your organization and market your organization and its mission. Special events are not only an excellent strategy for acquiring, retaining or upgrading donors, but they also help your organization build meaningful community relationships. How can you make sure your special event is worth the effort? What can you do during and after the event to convert some of your participants into active donors and volunteers? The success of events depends on careful planning, and this webinar will provide the key elements to a successful event.

► **Grant Writing Made Simple:** Wednesday, December 11, from 2 p.m. to 3:30 p.m. ET

Whether you are a beginner or seasoned grant writer, this insightful webinar will provide you with the essential tools needed to write a successful proposal from start to finish – from the cover letter to the budget. This information-packed learning experience will sharpen your skills and keep you up-to-date through discussions of current grant-writing trends. Learn about the entire grantsmanship process, including foundation research and cultivation as well as the development and writing of a winning proposal. Learn about the most common questions funders ask when considering a proposal and the criteria used. Plus, gain tips for ensuring grant compliance and improving your chances of future grant success.

About Ruth Peebles

Ms. Peebles offers more than 25 years of hands-on experience in nonprofit management, fundraising, organizational development, and project management. She is the creator of several successful instructional workshops, an instructor for the Duke University Certificate Program in Nonprofit Management, and an adjunct instructor for the Master of Public Administration Program at North Carolina State University. Ms. Peebles currently serves on the board of directors of the Wake County Affiliate Board of the North Carolina Community Foundation, the North Carolina Coalition to End Homelessness, and the North Carolina Central University School of Business Board of Visitors. For more, please visit <http://www.theinsgroup.com/about-us/the-group>.

About The INS Group

The INS Group is a Raleigh, NC-based consulting firm dedicated to creating innovative solutions for nonprofits, government agencies, and faith-based institutions nationwide to build their capacity and sustain their programs and services. The INS Group is committed to giving organizations a competitive edge by assessing and addressing each client's individual needs. The INS Group achieves real results, taking clients to the next level by providing comprehensive, practical tools and superior organizational-development services in the areas of strategic planning, fund development planning, board development, board training on fundraising, grant writing and research, project development, resource development audits, executive coaching and marketing communications.

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