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For Immediate Release

Nonprofit Consultant to Present Advanced Fundraising at the 2013 CANSA Conference

The INS Group's Ruth Peebles Will Share Fundraising Advice with Cancer Agency Leaders from Across the U.S. on September 26

Raleigh, NC (September 18, 2013) – The INS Group – a consulting firm dedicated to creating innovative solutions for nonprofits, government agencies, and faith-based institutions nationwide – is honored to announce that our president and founder has been invited to speak at the 2013 CANSA (Cancer Agencies National Staff Association) Conference, a three-day member-only event to be held in Charlotte, NC, from September 25 to 27. During the second day of the conference, The INS Group's Ruth Peebles will provide a two-hour presentation entitled "Successful Nonprofit Fundraising: Effective Resource Development Strategies" to approximately 30 executive directors from cancer agencies across the nation.

"As a longtime supporter of organizations dedicated to fighting cancer, this is an honor," says Ms. Peebles. "I look forward to sharing my fundraising advice to help cancer agencies throughout the United States build their capacity to further their very important mission."

Changes in the economic environment require that nonprofit boards and staff approach their work differently in order to build capacity and ensure sustainability. Ms. Peebles' interactive session will provide CANSA executive directors with:

- ▶ Effective best practices to ensure greater fundraising success
- ▶ Specific advice to increase board participation in fundraising
- ▶ Ongoing techniques to overcome fundraising fears

► Fundraising strategies based on new resource-development trends relevant to their own organization.

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. Ms. Peebles is a founding member of the NGAAP Fund (Next Generation of African American Philanthropists).

The 2013 CANSA Conference, which will provide information on support services and program initiatives, is hosted by Cancer Services of Gaston County, NC. The conference will be held at the HYATT house Charlotte Center City.

CANSA is a network of independent, locally based not-for-profit organizations serving people with cancer in their individual communities. The purpose for the network is to promote high standards of service and organizational effectiveness through an active and regular exchange of ideas. Participating individuals and organizations benefit by sharing program concepts and implementation plans, as well as administrative insight and communication strategies. Each organization is recognized as a 501(c)(3) by the IRS and serves a defined geographic area rather than a national focus. Qualified organizations interested in joining may contact any current member in order to receive ongoing communication and information about meetings. CANSA is not incorporated and does not conduct fundraising activities on behalf of its members.

For more information, please visit <http://www.cansagroup.org/wp>.

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. For more, please visit <http://www.theinsgroup.com>.

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