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For Immediate Release

Nonprofit Consulting Firm Launches Fall 2014 Webinar Series

Plan Strategically, Evaluate Programs Painlessly, and Create Winning Grant Proposals with
The INS Group Interactive Seminars Starting August 27

Raleigh, NC (August 4, 2014) – Developing a strategic plan? Evaluating your programs? Writing grants to receive critical funding? The INS Group – a consulting firm dedicated to nonprofits, government agencies, and faith-based institutions nationwide – shares innovative solutions with proven results. We will present three 90-minute webinars to help you close out 2014 with successes and run your organization with maximum efficiency. Using interactive WebEx technology, each live online session will be facilitated by The INS Group President and Founder Ruth Peebles.

Those wishing to attend should register at <http://tinyurl.com/o6hedt3>. 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 the opportunity to ask questions after each session. The following webinars can be purchased individually for \$30:

► **The Fundamentals of Effective Strategic Planning:** Wednesday, August 27, 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 interactive webinar provides an easy-to-follow, step-by-step strategic planning process that can be used by any nonprofit. Executive directors and

board members will learn the key steps and methodology for building a successful strategic plan.

► **Program Evaluation: Possible, Practical, & Painless:** Wednesday, October 29, from 2 p.m. to 3:30 p.m. ET

This webinar helps your nonprofit conduct precise and appropriate project evaluations and then communicate and use the results of evaluation effectively. Participants will learn how to use evaluation as a tool for decision-making, strategic planning, reporting, or program modification. Participants will also learn how project evaluation serves as a tool to demonstrate your nonprofit's performance, increasing its abilities for obtaining funds or future planning, and fulfill the organizational objectives. By communicating the results of the evaluation, your organization can inform its staff, board, clients/customers, funders, and other stakeholders about the benefits and effectiveness of your organization's services and programs.

► **Need Funding? Tried & True Strategies for Creating a Winning Proposal:** Wednesday, December 10, 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 – including the letter of inquiry or cover letter and 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. Discover 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 and the North Carolina Coalition to End Homelessness. For more, please visit <http://www.theinsgroup.com/aboutus/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. Learn more by visiting <http://www.theinsgroup.com>.

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