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For Immediate Release

Nonprofit Consulting Firm Launches Capacity-Building Webinar Series

From Crowdfunding to Collaborative Relationship-Building, The INS Group's Interactive Seminars Starting March 4 Will Help Organizations Grow

Raleigh, NC (February 18, 2015) – Want to achieve fundraising success through special events and crowdfunding? Discover the nuts and bolts of sustainable fundraising? Learn the components for successful partnerships? The INS Group – a consulting firm dedicated to nonprofits, government agencies, and faith-based institutions nationwide – will share innovative solutions with proven results. Throughout the first half of 2015, we will present four 90-minute webinars to help your nonprofit operate with maximum efficiency to build capacity and grow. 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://www.theinsgroup.com/2015-ins-webinar-series-2/>. In addition to participation in these information-filled 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 or as a package for a discounted rate of \$100 for all four (offer expires March 4 at 12 p.m. ET):

► **Achieving Fundraising Event Success:** Wednesday, March 4, from 2 p.m. to 3:30 p.m. ET
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 our 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.

► **Hop Aboard the Crowdfunding Bandwagon:** Wednesday, April 1, from 2 p.m. to 3:30 p.m. ET

This session will outline key strategies for running a successful crowdfunding campaign for your organization. By using a crowdfunding platform, your nonprofit has the opportunity to tell your story to a broader audience and seek donations from individual donors. Weigh the costs and benefits to determine if this new and exciting way to engage past and potential donors is for your organization.

► **Sustainable Fundraising:** Wednesday, May 20, from 2 p.m. to 3:30 p.m. ET

Discover the nuts and bolts, ideas and activities to ensure sustainable fundraising. This interactive webinar will feature: new trends in giving, effective strategies for cultivating corporate and life-long individual donors, clarify the board's role in fundraising, and provide an outline that can be used to create your fund development plan. Other important topics include creating a case statement, prospect research and fundraising materials.

► **Best Practices for Building Collaborative Relationships:** Wednesday, June 24, from 2 p.m. to 3:30 p.m. ET

Funders are most interested in organizations that leverage resources, collaborate with other groups and build their organizational capacities. Learn the key components to creating successful partnerships and strategies for overcoming challenges you may face in creating them. How do collaborative efforts get started? How does a collaborative partnership plan for action? Participants will learn how to establish a governance structure for leading such a partnership and establishing guidelines of collaborative relationships.

About Ruth Peebles

Ms. Peebles offers 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 as Vice-Chair of the Wake County Affiliate Board of the North Carolina Community Foundation, Treasurer of the North Carolina Coalition to End Homelessness Board and serves on the N.C. Pediatric Society Board and Christian Library International Board. She is a founding member of the Next Generation of African American Philanthropists giving circle. 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, organizational assessments, 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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