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For Immediate Release

Nonprofit Consulting Firm Launches Winter 2014 Webinar Series

Reduce Risk, Increase Capacity, and Save with The INS Group Bundled Online Seminars
Starting January 30

Raleigh, NC (January 17, 2014) – Want to raise funds from individual donors, gain insight into federal funding opportunities, and design effective strategic plans? The INS Group – a consulting firm dedicated to creating innovative solutions for nonprofits, government agencies, and faith-based institutions nationwide – has the solutions. To kick off the New Year, we will present three 90-minute webinars to help you run your organization 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 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 \$75 for all three (offer expires January 30 at 11:59 p.m. ET):

► **The ABCs of Federal Grants:** Thursday, January 30, from 2 p.m. to 3:30 p.m. ET

There is often a short window of time between a typical federal grant announcement and its due date. Gaining insight into funding opportunities is a critical step in the planning process for nonprofits seeking federal funds. This webinar will review the basic criteria for federal grant applications, help participants assess whether federal grant opportunities are a good fit for their organization and understand what types of programs might be most likely to receive an award. This session will be informative for both beginners and experienced grant seekers looking to brush up on their proposal-writing skills.

► **The Fundamentals of Effective Strategic Planning:** Wednesday, February 26, 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 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, set goals and measurable objectives, and identify 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.

► **How to Grow Your Individual Donor Base:** Tuesday, March 25, from 2 p.m. to 3:30 p.m. ET

Raising money from individual donors is key to the survival of nonprofit organizations. Finding and cultivating individual donors is definitely a work-intensive, long-term investment. In this webinar, attendees will learn how to master effective techniques for successful individual giving, including conducting prospect research, cultivating individual support, making “the ask,” and garnering stewardship. You will discover where to start your prospect research, how to find the best research sites, and how to utilize the data to cultivate and solicit potential donors. Participants will also find out how to build and use a donor database to successfully implement fundraising strategies.

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/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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