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For Immediate Release

Nonprofit Consulting Firm Expands Its 2013 E-Learning Series

The INS Group to Host Three New Webinars Starting in April to Help Nonprofit Organizations Operate With Maximum Effectiveness

Raleigh, NC (April 4, 2013) – The INS Group – a consulting firm dedicated to creating innovative solutions for nonprofits, government agencies and faith-based institutions nationwide – will be presenting three 90-minute webinars during the second quarter of 2013 to help nonprofit organizations recruit and engage board members, apply for federal grants and raise funds through special events. Using interactive WebEx technology, each information-packed 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 live, interactive 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 the webinar. Each of the following webinars can be purchased for \$30 each or for a 15 percent package-discount rate of \$76.50 (offer expires April 26 at 11:59 p.m. PT):

► **10 Strategies for Effective Nonprofit Board Recruitment & Engagement:** Tuesday, April 30, from 2 p.m. – 3:30 p.m. EDT

What are the roles and responsibilities of a nonprofit board of directors? How should a board operate to ensure maximum effectiveness? This webinar will introduce nonprofit staff and board members to the principles of effective governance by defining the basic roles and responsibilities of the board and examining strategies for building effective board structures. Topics to be discussed will include strategic recruitment and orientation of board members, trends in board

membership and board development. Participants will learn practical steps used by board members to fundraise and to get over fundraising fears.

► **The ABCs of Federal Grants:** Wednesday, May 29, from 2 p.m. – 3:30 p.m. EDT

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 federal grants, help participants assess whether federal grant opportunities are a good fit for their organization and 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 Secret to Special Events Fundraising:** Wednesday, June 26, from 2 p.m. – 3:30 p.m. EDT

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.

About Ms. Peebles

Ms. Peebles has 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 and serves on the North Carolina Central University School of Business Board of Visitors. In addition, Ms. Peebles is a founding member of the NGAAP Fund (Next Generation of African American Philanthropists).

For information about The INS Group and our webinars, visit <http://www.theinsgroup.com>.

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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