

Hometown News Online!

Words of
Wisdom...



"When we affirm big,
believe big, and pray
big, big things
happen."

**Dr. Norman Vincent
Peale**

Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)

Want A New Color Printer?

Xerox will give 501(c)3 organizations a professional quality color printer for free - with no capital expense and no lease payments. In return, recipients purchase their supplies through Xerox's online store at competitive prices for the lease period. Just call 1-888-518-2076, Option 1 and mention referral code 864401

January 21, 2015

FOUNDATION CENTER SEMINAR JANUARY 14

This was a GREAT experience and I really think I learned more than the audience. :) The topic was marketing, advertising and public relations for non-profits using my Sylvia's Children as a "case history" for the good, the bad and the ugly.

There were 143 people registered (sounds great, doesn't it?) but only 73 came and ... why? It was free! When you do something for free, without a commitment from the other participant, the probability of people not showing up is very good.

What was most surprising to me was the questions the attendees asked. Those of you that know me have a good idea that I don't think I am the greatest ... in fact, I often go through great anxiety before giving a talk or workshop, wondering if I will give the audience value for their money and participation.

Luckily, Steve Levine who does all our PR, was there and fielded many of the questions (and graciously, I may add).

Those that sign up through this link will be helping Sylvia's Children! Sylvia has a printer through this program for Sylvia's Children, and Xerox provides a discount to Sylvia's Children for each referral.

Where In The World Is Sylvia?



2015
January 25-26 ...
NCF&EA, Charlotte, NC ...
keynoter

February 16-17 ... SCFEA,
Chattanooga, TN ...
keynoter

February 19-20 ...
Saskatchewan, Canada
Main Street program

February 28 ... Foundation
Center, New York City

March 2 ...Dover, DE
Conference on
Volunteerism, Dover
Downs, ... keynoter

March 8 ... NJPRA, 1/2
day seminar

March 12-24 ... Medical
trip to Uganda

March 30-31 ... National
Main Street, Atlanta, GA

April 13-15 ... Michigan
Festivals and Events three
city tour

My favorite question was "How do you run a non-profit like a for-profit company?" By the way this was a question of one of the people just standing in line ... would love to know how YOU would answer in one minute or less!

Anyway, if you are in New York on February 25 my next seminar will be on writing and soliciting individual donors and on April 22 my favorite topic Sponsorship.

If you want to come I will refer you to the right person. Thanks.

Have you bought a copy of my sponsorship book yet and/or DVD? If not, click on the left ... Sylvia's books ... and order. I guarantee if you follow the rules you will increase your sponsorship sales by a minimum of 10% or your money back.

Want a preview? [Click here!](#)

<https://www.youtube.com/channel/UCyR6vOJzxm7UmuelOKN9bNQ>

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April 22 ... Foundation
Center, New York City

April 25-26 .. Waretown
Spring Wine Festival,
Waretown, NJ

June 10-12, NACS,
Orlando, FL ... keynoter

