

## Media Alert

### International Acclaimed Trainer Presents Free Seminar Wednesday, October 2

**Who:** The Community Foundation of Henderson & United Way of Henderson jointly presents:

**Jayne Cravens**, an internationally-recognized trainer, researcher and consultant. Cravens is a veteran of nonprofit and humanitarian initiatives. She is a pioneer regarding the research, promotion and practice of virtual volunteering, including virtual teams, microvolunteering and crowdsourcing. She has been quoted in The New York Times, The Wall Street Journal and the Associated Press, on CNN, Deutsche Well and the BBC, and in various books, academic articles, web sites and blogs. From 2001 to 2009, Cravens lived in Germany and worked for various United Nations agencies and international organizations, except for six months, when she lived in Afghanistan, working at a national ministry to help build the capacities of Afghan government workers regarding communications. For more information on her work visit, <http://www.coyotecommunications.com>.

**What:** A FREE TRAINING SEMINAR for Henderson-based non-profits, social and government agencies and various organizations:

***"More Donors, More Volunteers and More Awareness: Doing It All With Better Outreach."*** Nonprofits are stretched to reach a variety of audiences, with a variety of messages. They have to attract new donors and new volunteers, make sure the media knows what they are doing and why they are relevant, create awareness about their activities to potential clients/customers, and reach different segments of the communities they serve. This lively workshop with highly-practical advice and methodology on getting different messages out to different audiences as well as teach attendees how to know if those outreach efforts are working. Strategies for dealing with crisis communication will also be covered. This will be a highly interactive seminar.

**When:** Wednesday, October 2, from 8 to 10:30 a.m.

**Where:** The Henderson County Cooperative Extension Education and Exposition Center  
3341 Zion Road

**How:** The event is FREE, but **reservations are required** by contacting the United Way office at **(270) 826-2107** or by email [mpeak@uwofhc.org](mailto:mpeak@uwofhc.org) before **Tuesday, October 1**. Each entity or organization has a limit of five persons which may include staff, volunteers and board members.

**Sponsors:** **The Community Foundation of Henderson, Kentucky** (<http://cfhenderson.org>) is a philanthropic organization offering donor services, endowment building opportunities and philanthropic advocacy. Through the power of permanently endowed funds, the Foundation helps donors achieve their charitable goals and enables nonprofits to establish stable income sources.

**The United Way of Henderson County** (<http://www.uwofhc.org>) advances the common good by focusing on education, income and health – the building blocks for a good quality life. The United Way movement mobilizes Henderson County to action – to give, advocate and volunteer – to improve conditions in their local community.

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