


# Marketing and communication for Not For Profits

A lunchtime series of presentation specifically for NFPs and Charities



**Collins & Co & social enterprise skysdesign are partnering to deliver a series of NFP specialised lunchtime presentations.**

These series will focus on topics including **Fundraising, Branding, Social Impact, Storytelling, Design** and many others.

## Schedule



**Collins & Co.**  
**127 Paisley St**  
**Footscray VIC 3011**

[BOOK NOW - click here](#)

### October 5th: From Mendicants to Masters of Change

How great impact measurement and communication can transform your NFP into a for-purpose powerhouse.

**Presented by Ross Wyatt.**

*Ross is one of Australia's leading social impact practitioners who has spent many years advising industry, government and the community sector on social impact – that is, how to measure the things that make life worthwhile.*

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### November 8th: Funding, Finance and Fundraising – the essentials every CFO should know.

**Presented by Erica Myers-Tattesall.**

*From small, local charities to large, international organisations Erica brings nearly two decades of fundraising and marketing expertise to find those nuggets of gold within, that help make the ordinary... extraordinary.*

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### December 6th: Brand Analysis – Who is your organisation?

Branding is a topic that is critical for NFPs. It supports engagement with donors, prospective donors & volunteers. In this last session before Christmas we'll talk about WHO you are and is that who you want to be.

**Presented by Michael McGann.**

*Michael brings 15 years experience working with small and medium sized business and NFPs to answer the questions 'who are we?', 'what do we do?' and 'who needs to know?'*

**Each of these sessions will provide valuable insights that you can take back to your organisations.**

Spaces are limited to 30 so please make sure you get your seat.

Light lunch will be provided.

**RSVP to:**  
**michael@skysdesign.org.au**