

Fundraising Workshop

For Fundraisers & Senior NGO Staff

Building effective Media Relations

An interactive training workshop on how non-profits can build successful media relations

8th May 2010 – Maple Hall, India Habitat Center, Lodhi Road, New Delhi – 10am to 5pm

**Befriend the Media,
do not fear them!**

What do we mean by Media Relations?

Why are Media Relations important for your organization?

What are the various tools for Media Relations?

What does it take to reach the right Media?

How do they help you in fundraising?

This workshop seeks to answer these and some other questions pertaining to using media relations for effective fundraising

- Learn how to make a Press Release and get it published!
- Get some tips on cost-effective media relations!

Organized by:
**South Asian
Fund Raising
Group**



Having a media relations program at your organization is essential for growth and success. If you don't have a thriving media program yet, the good news is that you don't have to spend a fortune! You do, however, need to invest some resources.

This workshop will teach you what these resources are and how you can use them for media relations that will in turn help you raise more funds!

Speakers:

K Kannan

Communications Manager,
Oxfam India

Nilanjana Bhaduri Jha

Chief Editor - News
NDTV Convergence Limited

➤ *Also hear from Anshu Gupta of Goonj, their experiences with the media!*

For details and registration contact:

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Participation Charges: Rs.3,000/-

Inclusive of: materials, lunch, refreshments, and resource book

Building Fundraising Capacity since 1989