



# Women in Development of Northeastern New York

Building networks, sharing best practices, and  
working collaboratively for our collective success.

## Planning Your Year-Round Communication Strategies for 2012 and Beyond

Wednesday, December 7, 2011      Registration Deadline: November 30, 2011

11:30 am-12:00 pm - Registration, Networking and Buffet Lunch      12:00-2:00 pm - Program

Location: Wolferts Roost Country Club, 120 Van Rensselaer Blvd., Albany

**Libby Post, President of Communication Services in Albany, will share innovative ideas on how your not-for-profit can plan yearly communication strategies that complement fund raising efforts. Her presentation will include:**

- *How to evaluate previous efforts and plan more effectively for 2012 and beyond*
- *How to schedule mailings, events and other communications strategies*
- *How to develop and target messages to the various audiences with whom you communicate*



*Libby Post, President of  
Communication Services  
of Albany*

Both the Whitney M. Young, Jr. Health Center and the Seton Health Foundation have benefited from Libby's guidance. Mary Alice Russo, the former Development VP at Whitney Young and the former Executive Director of the Seton Health Foundation, will share how these ideas have been implemented to enhance year-round communications and fund development efforts.

This session is appropriate for a one-woman shop, where you are doing both development and communications activities, as well as for organizations that delegate these functions to separate staff or departments.

### **About Our Presenter**

Libby brings a wide range of communications experience, advocacy and political campaign expertise to her clients. Her interest in assisting libraries, health care organizations, advocacy groups and not-for-profits with her marketing, development and public relations expertise led her to start Communication Services in 1984. 2004 marked the 20<sup>th</sup> anniversary of the firm.

Among Libby's honors, this fall she received the Advocate of the Year Award from the New York Library Association and was honored by the Albany Fund for Education for the work she has done for the Albany Public Library as well as for GLBT youth in our community. She has also been the recipient of the Community Service Award from the University at Albany Alumni Association, she was named 1 of the 100 Women of Excellence, by the Albany-Colonie Chamber of Commerce, and has received several other distinctions for her civic involvement and advocacy work on behalf of the GLBT community.

**Yes!** I would like to attend "Planning Your Year-Round Communications Strategies" on December 7.

- Please reserve \_\_\_\_\_ spots for WID members (at \$30/member).
- Please reserve \_\_\_\_\_ spots for non-WID members (at \$40/non-member).
- I would like to become a member of Women in Development (\$60/annually).

**Please list the names of the people who will be attending this program.**

Name \_\_\_\_\_  Member     Non-Member  
Name \_\_\_\_\_  Member     Non-Member

**Please share your contact information.**

Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Daytime phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Registration Deadline is  
November 30, 2010**  
Registrations made after this date will be assessed a \$5 late fee. Unpaid reservations will be invoiced regardless of whether someone is in attendance at the program. We thank you for understanding that WID must pay for every reservation made.

**Please send payment to:** Women in Development • P.O. Box 5871 • Albany, NY 12205 • [membership@widny.net](mailto:membership@widny.net)  
**To register online by credit card, visit our website at:** <http://www.widny.org/programs.htm>