

## Short Introduction Training Courses for PSFU Members

### 1. *Membership Development and Retention*      *28<sup>th</sup> January 2011*

Target participants: Chief executive officers, members of board membership committees, program directors and membership program managers.

Description: Participants in the course will learn how to assess the effectiveness of their current membership activities, identify and develop additional membership categories and develop strategies and programs for successful membership recruitment and involvement.

### 2. *Fundraising and Sustainability Strategies*      *25<sup>th</sup> February 2011*

Target participants: Members of boards of directors, executive directors, members of fundraising committees, program directors and managers.

Description: The course assists individual associations to identify, development and Implement strategies for raising funds and building strong, sustainable institutions. Participants learn how to organize and manage profit centers, define and develop revenue streams and build effective and appropriate sustainability strategies around these activities.

### 3. *Member Services Development*      *25<sup>th</sup> March 2011*

Target participants: executive directors, membership development program managers and others who head departments and units that provide services to members.

Description: The course will assist associations to design and introduce programs that expand the range of services offered to members – both business development services and general information and communications services. Special emphasis will be placed on discussing and identifying approaches to structuring and offering successful business development and fee-based services programs.

### 4. *Marketing for Associations*      *29<sup>th</sup> April 2011*

Target participants: Board members, executive directors, fundraising and program managers.

Description: The course provides participants with a basic overview of the marketing challenges faced by associations and with some of the basic tools they can use to address these marketing challenges. Participants learn how to conduct cost effective market research and to describe and package their programs so that they can be marketed more effectively to their target audiences