

Welcomes



Hardy Smith

Hardy Smith Consulting

Achieving Your Mission Requires Actively Advocating for Your Cause

Thursday, January 20, 2011

7:30 a.m. to 10:00 a.m.

Breakfast and networking begin at 7:30 a.m.

Session 8:00 - 10:00 a.m.

*New
Location*

Volusia Teachers Organization

(1381 Educators Road, Daytona Beach)

This session will discuss:

- Why Advocacy Is Essential for Nonprofits.
- Why a Good Cause Doesn't Guarantee Support.
- Developing a Successful Advocacy Strategy.
- Mistakes to Avoid When Advocating for Your Cause.

Hardy Smith is a nonprofit consultant and speaker with a proven ability for helping organizations achieve success. He believes strongly an active advocacy effort is essential for the success of nonprofits and their causes.

As a long time public affairs representative for NASCAR and International Speedway Corporation, he worked as a lobbyist to impact governmental action at local, state, and federal government levels. As executive director of the National Motorsports Council, he coordinated lobbying efforts on governmental issues affecting the motorsports industry in the United States.

He has been involved in numerous issue referendums, political campaigns, and grassroots efforts nationwide. His government relations experience along with extensive involvement with nonprofit groups provides him with an excellent platform for helping organizations create an effective advocacy campaign.

Numerous publications and online sources such as BoardSource, GuideStar, The Nonprofit Business Advisor, The Practicing CPA, Industry Week, Investor's Business Daily, The Success Memo, and Supervision Magazine have featured his insights on improving organizational effectiveness.

To learn more about Hardy's ability for helping nonprofits, associations, and volunteer based organizations, or to receive his monthly newsletter – Tips For Nonprofit Success, visit Hardy Smith Nonprofit Consulting at www.hardysmith.com.

Please register using the link on the following page



Strategic
Nonprofit
Alliance
Partnership

Working Together To Build
Stronger Communities

Advanced Registration is Required by Thursday, January 13, 2011.

CLICK HERE to register online for one of the most rewarding strategic investments your organization could ever make.

Organization: _____

Attendee's Name: _____

Attendee's Title: _____

E-mail address: _____

Phone: _____

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