

Market Research for Nonprofits

Instructor

Kate Sphar – has worked as a management consultant to nonprofit organizations for the past six years, and has worked in the nonprofit sector for 15 years. She joined Dewey & Kaye in 2009. Her diverse experience has given her expertise in business and strategic planning, financial analysis, organizational assessment, and market research. She has worked primarily with organizations interested in creating long-term sustainability and increasing the effectiveness of programs and operations.

Kate was named one of Pittsburgh Magazine's "40 Under 40" in 2008. She graduated with a BA from Duke University, and received an MBA in Finance & Accounting and MA in Arts Administration from Southern Methodist University. Kate has designed and taught courses on business planning and social enterprise at Duquesne University, the University of Baltimore, the Bayer Center for Nonprofit Management at Robert Morris University, and the Center for Nonprofit Services in Erie. She has presented at numerous regional and national conferences, including the Social Enterprise Alliance, BoardSource, the Pennsylvania Association for Fundraising Professionals and the Mid-Atlantic Network for Youth & Families. Kate currently serves on the boards of the Bach Choir of Pittsburgh and the Good Grief Center for Bereavement Support.

Thursday, June 17, 2010

11:30 – 1:30

(Networking lunch from 11:30 – 12:00)

NeighborWorks Western Pennsylvania Offices
710 Fifth Avenue, Suite 1000 Downtown Pittsburgh

NeighborWorks Western Pennsylvania is partnering with Dewey & Kaye to launch an educational series focused on key topics for the human services nonprofit community. These workshops will also provide a networking opportunity for greater collaboration within the sector.

Market Research for Nonprofits is the first course offering in the series, designed to provide nonprofit leaders an understanding of market research tools and techniques and when to use them. Participants will design a market research plan to collect and analyze data.

Key Points Covered:

- Identify market research objectives
- Develop a market research plan
- Use market research findings to:
 - Develop a customer profile
 - Inform marketing strategies
 - Estimate need and demand
- Identify and address research issues

Who should attend

Market Research for Nonprofits?

- Management, staff and board members of nonprofit human service agencies.
- Agencies launching a new business venture or social enterprise or agencies interested in researching the needs in their community.

\$40 Participant Fee includes course materials and lunch.

Class size is limited at 25...Guarantee your seat today!
To register, contact Ann Callen at 412.281.1100 ext. 124

Or by email at acallen@nwupa.org.

Make checks payable to NHS, Inc.