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**News Release**  
**For immediate release**

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**NorthSky Hosts Fundraising Session for Nonprofit Leaders**

APRIL 6, 2011 --- TRAVERSE CITY, MI - Most nonprofit organizations are integrating online strategies into their fundraising program. Nonprofit leaders have the opportunity to learn more about online fundraising from national experts in the field of fundraising by attending a webinar on Wednesday, April 20, from 1 to 2:30 pm at Northwestern Michigan College's University Center.

The session, "Social Networking and Online Fundraising", is co-sponsored by NorthSky Nonprofit Network and the Association for Fundraising Professionals. The program, led by Ted Hart, ACFRE, internationally acclaimed author and e-fundraising expert, will focus on reaching the new breed of online donors, and building community through online social networks.

The workshop fee is \$10. Registration is required by contacting [www.northskynonprofitnetwork.org](http://www.northskynonprofitnetwork.org) or 231.929.3934.

NorthSky Nonprofit Network is a program of Rotary Charities and supports the work of the nonprofit sector through advocacy, capacity building, and sustainability support. Its mission is to build strong communities by helping nonprofit organizations achieve and sustain excellence. NorthSky is an official satellite office of the Michigan Small Business & Technology Development Center, servicing nonprofit organizations.

Northwestern Michigan College is a publicly-funded community college that serves more than 50,000 learners through academic credit programs, noncredit personal interest classes, organizational training and cultural events.

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