

**PUBLIC LIBRARY OF NEW LONDON**  
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**For Immediate Release**

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**How to Start Your Non-Profit Business**

New London, CT Tuesday, April 18, 2017 10:00 AM – If you are thinking about starting or are now running your non-profit organization, understanding the next steps in how to effectively manage your organization will be key to long term success. SCORE counselor Bob Potter, with more than 40 years in creative marketing communications and non-profit development for leading corporate and non-profit organizations, will guide you through many of these important areas, including fundraising, managing your Board and Staff, and much more. Join us Tuesday, April 18 from 10:00 – 12:00 PM in the library's Community Room.

Event is free and open to the public. No registration required.

For more information, please contact Madhu Gupta at 860-447-1411 x108, [mgupta@plnl.org](mailto:mgupta@plnl.org) or go to the library's website at [www.plnl.org](http://www.plnl.org)