

Press Release

Event: **Spreading the Good Word About Your Nonprofit: What is SWOT Analysis and Why Do It?**

Date/Time: Friday, October 27, 2017 from 10:00 AM to 12:00 PM

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Presenter Francine Caplan from Communicada will teach attendees how to present their agencies to the public, so that community members will hear about your nonprofit and the good work it does, Friday, October 27, 2017 from 10:00AM to 12:00PM. Addressing the awareness gap by helping staff, board members and volunteers learn how to talk about their organization in a productive and memorable way. Caplan will also hold a discussion on SWOT Analysis, what it is and how to use it to your organizations benefit.

This event is free and open to the public.

For more information regarding the event or to register, please contact Madhu Gupta at 860-447-1411 x5, mgupta@plnl.org or go to the library's website at [www.plnl.org](http://www.plnl.org).