

### **New marketing bootcamp helps nonprofits develop and implement marketing strategies**

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STATE COLLEGE, PA — Organizations, just like people, often set new goals for the new year. For many non-profit organizations, developing a sustainable, long-term marketing strategy and plan has shifted from becoming a luxury to a necessary step of effectively functioning in a modern digital age. Resolve, a new marketing bootcamp for non-profit organizations, provides an intense day-long session of learning, working, and creating competitive marketing plans for local and regional nonprofits.

Resolve was created by local marketing professionals Mark Parfitt and Michelle James, who met each other while teaching at South Hills School of Business & Technology. Together, they recognized that many non-profit organizations do the best they can, but frequently struggle in the world of marketing, communications, and digital media due to limited resources and the lack of overall strategies. Even though they aim to promote a cause instead of a profit, nonprofits continually have to compete for attention among consumers, donors, volunteers, media, and other community stakeholders.

“Whether they have a small or large marketing budget, many nonprofits find that they are not getting their desired message to the right audiences,” James said. “This often results in a waste of both time and money. Resolve bootcamp will teach organizations how to implement effective marketing strategies on any budget.”

During the Resolve bootcamp, participants will receive hands-on guidance and consultation from James and Parfitt. Unlike professional conferences, Resolve tells its participants to show up for an active day of work. By the end of the day-long bootcamp, Resolve participants will leave with their own customized marketing toolkit that includes everything from high-level strategy documents all the way down to ready-to-go online advertising that nonprofits can receive free through the Google for Nonprofits program.

“Google for Nonprofits offers almost all eligible nonprofit organizations access to up to \$10,000 in free online advertising each month,” Parfitt said. “However, many organizations are either unaware of the program or are currently using their free online

ads ineffectively. A major component of the Resolve bootcamp will be to get nonprofits up and running with free advertising via Google for Nonprofits.”

The first offering of Resolve will be Tuesday, March 21 at Quality Inn Penn State, 1274 N. Atherton St. in State College. An April session is in the works for the Altoona region, and additional future sessions are planned for other locations both regionally and nationally. A 20% discount will be offered for all registrants of the first two sessions.

More information and registration is available online at [resolvemarketing.org](http://resolvemarketing.org) or by contacting Mark Parfitt (814-404-3144 or [mark@markparfitt.com](mailto:mark@markparfitt.com)) or Michelle James (727-771-3958 or [mjjames@comcast.net](mailto:mjjames@comcast.net)).

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