

# Marketing Nonprofits in the 21st Century

*Presented by Pat Boelter  
Vice President of Marketing  
Goodwill Industries of Southeastern Wisconsin*

Pat Boelter has over 28 years of experience in nonprofit marketing, public relations and fund development. She has helped Goodwill, particularly the Retail division, change its image and raise their profile through numerous and highly-successful promotions and partnerships.

During her career, she has developed numerous award-winning marketing and advertising campaigns, established foundations and planned giving programs, conducted feasibility studies and capital campaigns and raised millions of dollars for nonprofit organizations of all sizes – from hospitals, museums and schools, to libraries and zoos.

**Open to the public. FREE!**  
**Thursday, November 5, 2009**  
**3:30 p.m. – 5:00 p.m.**  
**Tallent Hall, Room 182**

Please register by contacting  
Felicia Stallworth at 262-595-2312  
or [ccpinfo@uwp.edu](mailto:ccpinfo@uwp.edu).

*Sponsored by UW-Parkside's:  
Department of Communication, Center for  
Community Partnerships, Lectures and Fine Arts*



Part of the Chancellor's  
Inauguration Week,  
November 5th is the day  
to celebrate *Community  
Engagement*.

Be a part of the  
celebration and  
get engaged!