

NPMC 2010

Market or Die: *Achieving Success in Unprecedented Times*

It's a new era for nonprofits in 2010, quite literally an era of "do or die." According to *The Nonprofit Times*, "60% of nonprofits have three months or less of cash in the bank. Half of those have only one month." Nonprofits that seek growth and sustainability have no other choice but to reinvent their organizations. And we, as nonprofit marketers, must lead this transformation. We must *market or die!*

The 2010 AMA/AMAF Nonprofit Marketing Conference will gather nonprofit marketers from across the country to dive deep into the marketing strategies, tools and techniques needed to successfully reinvent their organizations. Unique insights, proven cases and in-depth, solutions-oriented sessions will provide the framework for an unparalleled conference program. Whether you're local or national, an association or a charity, the 2010 NPMC will help you gain the skills and ideas you need to ensure that your organization not only survives, but thrives.

2010 NPMC Committee

Lisa L. Chernick, Executive Director, AMA Foundation

Cynthia Currence, CMC, President and CEO, Currence & Associates, LLC (*2010 Chairperson*)

Minette (Meme) Drumwright, Professor of Advertising, University of Texas at Austin

Elaine Fogel, President & CMO, Solutions Marketing & Consulting LLC

Rachel Hutchisson, Director, Corporate Relations & Philanthropy, Blackbaud, Inc.

Iavor Ivanov, Director, Web Experience, United Way Worldwide

A. Dawn Lesh, 2009 - 2012 Chairperson, AMA Foundation; President, A. Dawn Lesh International

Frank Sanchez, Vice President, Boy & Girls Clubs of America

Jeff Terry, Former Director of Corporate Marketing, Populations Services International

Jessica Thurmond Pohlonski, Program Manager, American Marketing Association