

About Our Speaker:



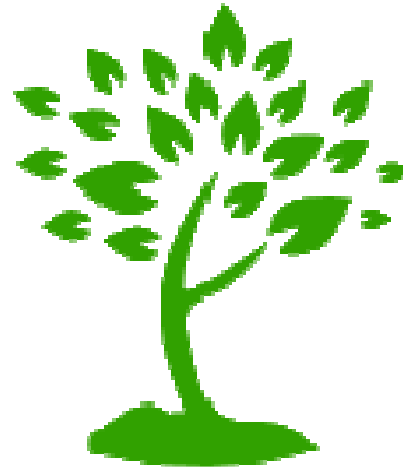
Hilary JM Topper, MPA

Hilary JM Topper, MPA is the President and CEO of HJMT Public Relations. She has 30+ years experience in public relations, marketing, and social media services. Hilary also hosts two blogs and a podcast through her company, HJMT Media Company. In addition, Hilary is an adjunct professor at Hofstra University and teaches both undergraduate and graduate classes. For fun, she coaches running and competes in triathlons.



PO Box 1475
N. Massapequa, NY 11758

**GROW PROFESSIONALLY
WITH APVA**



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*Invites You To Our
Fall Workshop*

**USING SOCIAL MEDIA
AS A TOOL
TO ENGAGE POTENTIAL
VOLUNTEERS**

**Presented By:
Hilary JM Topper, MPA
HJMT Public Relations**

**Wednesday,
November 14, 2018
9:30 am—12:30 pm**

Blue Ocean Wealth Solutions
Collaboration Room
2200 Northern Blvd., Suite 200
East Hills, NY 11548

Please bring your agency
brochures and informational
material for our resource table.



Now, more than ever, communities rely heavily on a variety of nonprofit services for support and, in turn, the organizations that provide these services rely heavily on volunteer labor. The reality remains that the need for services is too great for the number of volunteers out there. Volunteer support is an ongoing struggle for many organizations. Join us on November 14th to learn about:

- ◆ New trends in social media and how to get more people involved
- ◆ Instagram stories to attract volunteers
- ◆ How to attract “ambassadors” to promote your cause and increase recruitment
- ◆ How to use video to get your message out

Directions:

From the East: Take I-495 west to exit 39 toward Glen Cove Road. Make a right onto Glen Cove Road. Proceed 1.8 miles and turn left onto Northern Blvd. (Rte. 25A). Go 3/10 mile and make left onto Forest Drive. Destination will be on the left.

From the West: Take I-495 east to exit 36 toward Seasingtown Road. Make a left onto Seasingtown Rd. Proceed 1.3 miles and turn right onto Northern Blvd. (Rte. 25A). Taken Northern Blvd. approx. 2 miles and make a right onto Forest Drive. Destination will be on the left.

Using Social Media as a Tool to Engage Potential Volunteers

- 9:30 AM-** Registration, Networking, and Continental Breakfast
- 9:45 AM-** Welcome
- 10:00 AM-** Program
- 12:15 PM-** Wrap Up
- 12:30 PM-** Adjourn

APVA: 22 Years of Empowering Volunteer Administrators

The Association of Professional Volunteer Administrators is a Long Island based organization that promotes professionalism and leadership in the field of Volunteer Administration. Members include volunteer program administrators in a wide variety of settings. Educational programs are offered three times a year. Please visit us at www.apvali.org for more information.

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APVA Workshop—November 14, 2018

Registration Form

Please mail by November 7th

Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Fax _____

Email _____

Registration Fee (please circle)

- APVA Members \$20.00**
- Non-Members \$30.00**

Send Registration & Checks

(made payable to APVA) to:

**APVA
PO Box 1475
N. Massapequa, NY 11758**

Regarding Registration

**Janet Romeo.....(516)739-7733 X 1145
jromeo@epicli.org**

Regarding Membership

Anna Lyons..... membership@apvali.org

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**Membership Year: September - August
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Yes, I want to become a member enclosed is my check for membership