

Southeastern Council  
OF FOUNDATIONS



where grantmakers connect

SECF'S 47th ANNUAL MEETING RECAP

#SECF16

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KATE B. REYNOLDS  
CHARITABLE TRUST

Investing in Impact



Nurturing Children. Supporting Parents.  
Changing Communities.

Melissa Payton. Imprints Cares,  
Chief Fund Development Officer  
Speaker & Guest of KBR



Melissa  
Melissa Payton  
Imprints Cares  
Winston-Salem, NC

CONNECT · ENGAGE · INSPIRE  
#SECF16 Southeastern Council

SPEAKER

ENGAGE · INSPIRE

NAVIGATING THE CURRENTS OF  
**CHANGE**

SECF's 47th Annual Meeting  
November 9-11, 2016  
Amelia Island, FL

4:00pm – 5:30pm | Santa Maria

Pump Up the Volume: Working with Grantees to Build an Effective Communications Strategy

Grants are ultimately about providing recipients with capacity – the capacity to hire staff, invest in infrastructure, run programming and more. What about the capacity to communicate the importance of their work? In this session, we'll look at different approaches to working with organizations on communications strategy, including marketing and community outreach. Grantmakers and grantees will discuss how they collaborated on communications plans that helped boost program effectiveness and achieve shared goals.

Moderator: Betsy Russell, freelance writer and consultant, Last Word, LLC, Asheville, NC

Speakers:

Brad Cameron, Program Associate, Winthrop Rockefeller Foundation, Little Rock, AR  
Nora Fennel, Director of Communications, Kate B. Reynolds Charitable Trust, Winston-Salem, NC  
Melissa Payton, Chief Fund Development Officer, Imprints Cares, Winston-Salem, NC  
Dr. Mark Perry, Executive Director, New Futures for Youth, Little Rock, AR

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