

FOR IMMEDIATE RELEASE

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NORTHWOODS HOSTING FREE DIGITAL WORKSHOP FOR NON-PROFIT ORGANIZATIONS ON MAY 23

Register today for Strategies to Improve Your Non-Profit Digital Footprint

May 7, 2019 – Northwoods, a Shorewood, WI-based digital agency and software developer, is hosting Strategies to Improve Your Non-Profit Digital Footprint, a free workshop for non-profit organizations, on Thursday, May 23, 2019, 8:30-10:30 a.m., at Northwoods, 1572 E. Capitol Drive in Shorewood.

“Non-profit websites need to offer more than corporate sites do,” says Jim Brophy, workshop presenter and Digital Group Director at Northwoods. “Non-profit website visitors really need to feel the purpose of the organization and also feel called to action. I’m excited to share with workshop attendees the techniques and best practices that non-profits should apply to their websites in order to increase opportunities for success.”

Attendees will learn:

- How to manage online donations and event registrations
- How to determine what content is most important to users
- Ways to help visitors quickly find what they need on your website
- How to build affinity with new audiences to foster support

Strategies to Improve Your Non-Profit Digital Footprint is geared toward non-profit leaders, directors, and managers, as well as marketing directors, marketing teams, and anyone who owns, manages, or works on a non-profit website.

The workshop is free, but registration is required. To register and to view all of our upcoming workshops and webinars, visit www.LearnAtNorthwoods.com.

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ABOUT NORTHWOODS

Northwoods was founded in 1997 and specializes in digital strategy, website design and development, custom software development, data privacy and security, WCAG 2.1 compliance, and digital marketing consulting and services. Today, we have more than 800 clients around the globe, from non-profit organizations to industrial manufacturers. For more information, please visit www.northwoodsoft.com.