



Appalachian
Regional
Commission

Recipes for Online Success

An ANRC Workshop

Appalachia
Nonprofit
Resource Center

Thursday, February 17th, 2022
2:00 - 3:00 pm

Agenda

2:00pm **Strengthening & Sustaining Operations Online**
China Riddle, Digital Strategy Manager, ARC

2:15pm **Group Workshops**

Table 1: How to Conduct an Online Fundraising Campaign

Miriam Parson, Match Program Director, [loby](#)

Table 2: Branding & Messaging on Social Media

Victory Harbin, Founder & CEO, [The Social Brand](#)

Table 3: Volunteer Management

Theresa Diersen, Volunteer Services Director, [St. Francis Seraph Ministries](#)

Tim Long, User Success Specialist, [Volgistics](#)

2:45pm **Workshops Takeaway Panel**

*China Riddle, Digital Strategy Manager, ARC
ANRC Representatives from each Breakout Group*

Note: Each session of this Workshop will be recorded and shared with registered participants.