



## Marketing Success for Nonprofits Using Video

HOSTED BY THE JUNIOR LEAGUE OF BOCA RATON, INC.

We live in a visual society where images have surpassed text as compelling, emotional, educational, and entertaining selling tools. A quality video (DVD) is a powerhouse PR/marketing device to capture attention, awareness and inspire action. See how visual communication optimizes your exposure.

Multi-media presentation/discussion to include: elements of a persuasive, broadcast-quality video; using it as a persuasive pr marketing tool for your nonprofit (case study); analysis/critique of a video (DVD) or two brought in by seminar attendees. Includes handout for nonprofits.

Speaker: [Karen Lustgarten, Lustgarten Communications](#)



*Karen Lustgarten specializes in videos, PR and writing for nonprofits and businesses. She is the writer/producer of 40 videos, television segments, commercials and public affairs shows and has worked in the nonprofit sector creating PR strategies for the Israel Cancer Association USA, Palm Beach Opera, Planned Parenthood of South Palm Beach and Broward Counties, Hippocrates Health Institute, Otis College of Art & Design and Women in Film/L.A., among others. Lustgarten was founder/editor/reporter of Cause Celebre: the News of Capital Causes, a newspaper that chronicled charitable organizations in the nation's capital. In Los Angeles, she wrote a newspaper column for four years covering major Hollywood fundraisers and wrote the celebrity philanthropy section for The Hollywood Reporter. She was lifestyles/charity-society editor for the Palm Beach Jewish Times. [www.karenlustgarten.com](http://www.karenlustgarten.com)*