

Healthcare Capital Project Workshop

Best Practices for the Non-Profit Healthcare Organization

Tap into your Fundraising Potential!

www.CapitalIdeasWorkshop.com

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NEWS RELEASE

FOR IMMEDIATE RELEASE

2014 HEALTHCARE CAPITAL PROJECT WORKSHOP TEACHES BEST PRACTICES FOR NON-PROFIT HEALTHCARE ORGANIZATIONS

Industry Expert Alyssa Connell Leads Workshop on Marketing Strategies for Executive Leaders in Healthcare

Des Moines, Iowa (October 16, 2014) – Ahnemann Associates will host its annual Healthcare Capital Project Workshops in both Iowa and Minnesota in the coming weeks. This yearly event brings together faculty across all industries to educate non-profit healthcare organizations on the best practices necessary to put a capital project together.

This all-day conference gives healthcare organizations the opportunity to learn key components of capital projects from faculty experts. Whether these organizations may be in the early process of planning a capital campaign for a new facility or just simply exploring the financial options available to their healthcare practice, these workshops able each company to individually learn new ideas not being taught anywhere else and bring them back to be used in their workplace.

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“Each workshop consists of keynote speakers addressing a portion of best practice capital projects,” said Darryl Ahnemann, Principal of Ahnemann Associates. “These proven ideas from noted senior-level advisors are used everyday in the corporate world and have found a place in the building blocks of fundraising.”

Alyssa Connell, CEO of Connell Communications, will lead one of the eight workshops covering the key aspects of marketing and communications strategies for the healthcare organization. “Drive the Business, Steer the Brand” will teach attendees the steps necessary to develop a results-oriented communications strategy, brand development and an effective social media campaign.

Registration is \$75 and includes: participation in all fundraising workshops, continental breakfast, lunch and all materials, including an exclusive Best Practices Manual. Registration is open online at www.CapitalIdeasWorkshop.com.

Attendees may register for either of the following locations:

Tuesday, October 28, 2014

Country Inn & Suites Hotel

1900 Premier Dr.

Mankato, MN 56001

507-388-8555

Thursday, November 6, 2014

Country Inn & Suites Hotel

1350 NW 118th St.

Clive, IA 50325

515-223-9254

About Ahnemann Associates

Ahnemann Associates staff has resource development experience dating back to 1968, working in higher education, health care, human services, and with care centers, churches, and economic development agencies. Ahnemann Associates works with organizations both private and public to provide expertise in designing fundraising and resource development programs, helping to stabilize finances by establishing a solid annual giving program and simultaneously working to build a planned giving program. For more information, please visit Ahnemann.net.

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