

# 2010-2011 New Mexico MainStreet Institutes & Workshops

## Mark your Calendars !



### Fundraising

*Investment Campaigns and Membership Drives that Really Pay off*

Ask any non-profit organization and they are the first to tell you that the annual investment campaign or membership drive is the foundation for all other fundraising efforts. A well thought out and successful, ongoing annual program helps raise funds to operate the organization, while fostering relationships from which to draw potential major, planned and capital gift donors and new volunteers.

November 17, 2010  
Santa Fe

### Grant Writing

*Grant Writing with a Special Focus for Arts and Cultural Organizations*

Learn how to find and compete for funds. Funding will end up being awarded to those who are actively pursuing grants, while the rest of us will wonder what happened. Learn how you can get your share of funding for your agency or organization!

December 1-3, 2010  
Albuquerque

### Promotions

*Making Social Media Work for Your MainStreet*

Most of us have dabbled in social media, but this workshop will take a closer look at how to make social media work for your organization. Did you know that you can link a blog to your Facebook and Twitter so that you only input information once and it “feeds” the information to the other two? Come find out more about this process and other tips to make social media a true networking tool for your MainStreet Program.

February 18, 2011  
Santa Fe

### Organization

*Telling MainStreet's Story: Building Support for Your Organization*

As funders face tough choices about where to place their dollars in this tough economy, smart Main Street organizations recognize the importance of keeping existing and potential funders and supporters informed and on their side. Learn simple and low-cost ways that you can put your existing success stories to work to maintain and even expand Main Street's community support. This Institute is a must

for managers, Organization Committee members, newsletter and website teams, and anybody else concerned about keeping Main Street visible.

**March 18, 2011**  
**Roswell**

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**April 13-15, 2011**  
**Albuquerque**

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## **Design**

***Façade/Storefront Design in Lean Times***

Certain improvements can go a long way to increasing the curb appeal of buildings on Main Street. Properly carried out these design projects can also serve as examples to the community and inspire others to invest in their buildings. From technical solutions to cost studies, this institute will show how to build on the inherent qualities of our towns' Main Streets.

**April 29, 2011**  
**Belen**

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## **Economic Positioning and Promotion**

***Targeted Business Development / Targeted Marketing:  
Using New Tech Tools to Boost Results***

Savvy MainStreet programs are capitalizing on recent advances in information and communications technology to strengthen their economic positioning and promotion strategies. Extensive internet market data sources, GIS, e-marketing, on-line surveys, and social networking provide exciting opportunities for innovations in our work. Learn how to access and deploy the latest tools to enhance your program's effectiveness.

**May 13, 2011**  
**Las Vegas**

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*All institutes, except grant writing, are free for staff and volunteers of NMMS projects. There is a \$50.00 non-refundable fee for non-MainStreet representatives. The grant writing fee is \$150.00. Registration does not include food, lodging or travel.*

**Please contact Meghan Bayer at 505-827-5650  
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