

# Marketing & Outreach Tools

This workshop will equip your lake/ river association with the tools needed to create:

- effective outreach materials (that are **FREE!**)
- connections within your community to reach 'outside the choir'
- understanding of easy-to-use communication mediums (facebook, newsletters, etc.)

**Metro based Penn Lake Association** will provide advice based on their successful work with television and radio media. You will also receive **worksheets, samples, and a guidebook**, to further assist you in reaching and engaging your community.

**Date:**

Tuesday April 6, 2010  
7 to 8:30pm

**Location:**

Minnetonka Community Center  
Shady Oak Room—2nd floor  
14600 Minnetonka Boulevard  
Minnetonka, MN 55345-1502  
[www.eminnetonka.com](http://www.eminnetonka.com)

**RSVP:** Due Thursday April 1st 2010

E-mail or Call Eli Condon  
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**More Info:** [minnesotawaters.org](http://minnesotawaters.org)



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WATERSHED DISTRICT

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