

## **FPRA SWFL Chapter announces annual Nonprofit Day**

*This year's theme is "PR Bootcamp: Basic Training for Nonprofit Communication"*

**FORT MYERS, Fla. (Oct. 13, 2021)** – The Southwest Florida Chapter of the Florida Public Relations Association (FPRA) announces its annual Nonprofit Day to take place Thursday, Nov. 11 from 8:30 a.m. to noon at the Collaboratory, located at 2031 Jackson Street in Fort Myers.

The association's annual Nonprofit Day is an opportunity for Southwest Florida's philanthropic organizations – and those interested in learning more about the community's charitable-giving landscape – to gather and learn from local industry leaders on various topics, including ways to improve local reach and social impact while overcoming current and future challenges.

This year's theme, "PR Boot Camp: Basic Training for Nonprofit Communication," will focus on providing attendees with usable information and tools to enhance current campaigns and development efforts, build an effective communications plan for internal and external audiences, create a consistent brand and mission, and craft newsworthy stories that drive action.

Pricing for the half-day seminar is \$30 per person and \$20 for students. This price includes breakfast. To register, please visit [www.fpraswfl.org/events/nonprofit-day-pr-bootcamp/](http://www.fpraswfl.org/events/nonprofit-day-pr-bootcamp/). Registration deadline is Nov. 5, and seating is limited.

Sponsors for the event are M&M Multimedia, Payton Brands, Studio+ and Wear The Fund.

### **About the Florida Public Relations Association**

Established in 1938, FPRA is the oldest public relations organization dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida. It is comprised of 15 professional and 14 student chapters throughout the state, providing professional development, networking and professional recognition opportunities. The Southwest Florida Chapter serves professionals in Lee, Collier, Charlotte, Hendry and Glades counties. For additional information, please visit the Southwest Florida Chapter of FPRA website at [www.fpraswfl.org](http://www.fpraswfl.org).