

Social Media Firm to Offer Facebook and Causes Class in Raleigh

By Phoenixfire Solutions

Dated: Feb 23, 2010

Class is part of a series focusing on value and strategy of social media for non-profits

RALEIGH, N.C. -- Phoenixfire Solutions, a design and social media group based out of Charlotte, will offer a specialty class for non-profits specifically designed to teach those organizations how to transition into social media and most effectively use Facebook to promote their causes.

"Globally, Facebook is the number one social network in the world. Users have found it to be a powerful tool for non-profits, businesses and other organizations to link their communities and deliver their messages to people across the planet," said John Fuller, founder and CEO of Phoenixfire Solutions. "Facebook is teeming with opportunities for groups to showcase themselves, raise money and increase awareness, if they do it the right way."

The afternoon course will focus on Facebook topics that apply to non-profit organizations as well as specific tools that will help integrate Facebook into those organizations' existing fundraising systems. Fuller's team will discuss using personal, organization, fan and group Facebook pages to the best advantage, how to access donor and volunteers' social networks to expand the organization's own reach, and how to tap into affiliate and third-party fundraising.

The course will take place Thursday, March 4 from 1:30-4:00PM. To register, visit <http://nonprofitguide.eventbrite.com/>.

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About Phoenixfire Solutions

The vision of Phoenixfire Solutions is to create, build and maintain engaging technology, design and social media campaigns for companies of any size. Using creative web design, logo creation and a vast array of other technological capabilities, Phoenixfire Solutions helps clients bring their businesses to life by identifying the most creative and effective marketing channels. The company was founded in 2009 by John and Christine Fuller, who together have over fifteen years' experience in the non-profit, design and technology fields.

For more information, visit <http://www.phoenixfiresolutions.com>.

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