

## **October 27, 2009: Re-visit Your Message, Your Brand, Your Case for Support**

Facilitator: Zoe Fedeles, Graphic Designer/Marketer, New York City.

Zoe Fedeles is a graphic designer specializing in design and marketing for nonprofit organizations. After 11 years working with NPOs in South Florida, Zoe returned to New York City in 2005 and continues to build her client base, having added several New York nonprofit organizations to her roster of client work. Zoe's philosophy is that design is essential to the branding of any nonprofit, and has introduced smaller entities to this concept and facilitated access to the same success enjoyed by larger organizations.