

News Release
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Dana Morgan and Whitney Howell Present at Greenville Chamber's Nonprofit Alliance

Greenville, S.C. (August 4, 2009) – Dana Morgan and Whitney Howell, of DNA Creative Communications (DNA), recently presented at the Greenville Chamber's Nonprofit Alliance meeting. Approximately 40 people attended the presentation that focused on the utilization of social media by nonprofit organizations.

Morgan and Howell conducted a session entitled, "Becoming E-literate in a Social Media World," in which they addressed the necessity and effectiveness of utilizing social media to achieve marketing goals amidst its increasing popularity in today's culture. They explained specific strategies behind various types of social media and how organizations can utilize them to reach their target audiences, achieve communication goals, and increase donations.

Greenville Chamber Nonprofit Alliance (NPA)

The Greenville Chamber's Non-Profit Alliance seeks to develop and strengthen partnerships in the nonprofit, private and public sectors; to improve quality of life for our citizens; and, to raise awareness of the economic impact, needs and value of non-profits in our Upstate community.

DNA Creative Communications

DNA specializes in advertising, branding, e-communications, public relations and special events services. Areas of expertise include government agencies, educational and financial institutions, medical practices, homebuilders, and nonprofits. An active Greenville community member, DNA is the proud recipient of the Greenville Chamber's 2005 Small Business of the Year Award.

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