

**News Release**  
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**Dana Morgan of DNA Creative Communications Presents to SCANPO Group in Columbia**

Greenville, S.C. (January 20, 2010) – Dana Morgan, of DNA Creative Communications (DNA), recently presented to the South Carolina Association of Non-Profit Organizations (SCANPO) in Columbia, S.C. The educational workshop focused on how non-profits can utilize social media tools to promote their organization, reach a new demographic and generate donations.

Morgan conducted an interactive learning session entitled, “Moving at the Speed of Light: Keeping up with Social Media” that addressed the fundamentals for non-profits in the fast changing world of social media. The in-depth training discussed why non-profits should be using social media and why certain platforms are more beneficial as marketing tools for those types of organizations.

Non-profits will have three additional opportunities to view the “Moving at the Speed of Light: Keeping up with Social Media” learning session in Charleston on February 18, 2010; Greenville on April 15, 2010; and Myrtle Beach on May 13, 2010. For more information on these upcoming SCANPO workshops and to register, please visit [scanpo.org](http://scanpo.org).

**SCANPO**

The South Carolina Association of Nonprofit Organizations (SCANPO) is the only statewide organization that brings together charitable non-profits to strengthen the effectiveness of the state's non-profit community. SCANPO’s mission is to serve, support and strengthen non-profit organizations for a better South Carolina.

**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. For more information, please call 864-235-0959 or visit [www.dnacc.com](http://www.dnacc.com).

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