

Marketing Your Rural CDFI

Date: June 22-23, 2004

Time: 3:00 p.m. to 4:30 p.m. EDT

NCCA will present distance learning class in June for rural-focused, community development financial institutions seeking to grow their business.

Getting the word out requires different tactics for rural CDFIs. This session by Dave Kahley of the Progress Fund (www.progressfund.org) will outline those challenges and opportunities and will use their experiences to plot a marketing campaign that relies on human-interest stories rather than dry copy or statistics. The four-hour session is a repeat of a popular session from NCCA's 2003 Conference.

Contact:

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