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## Building your Organization by Telling the Right Story to the Right Audience

Wednesday, July 24th at 2:00 PM (ET),  
1:00 PM (CT), Noon (MT), 11 AM (PT)



The CAFÉ TA Center will be hosting the next webinar in the [Peer-Run Organization Learning Collaborative Series on Wednesday, July 24th at 2:00 ET](#). The theme for this webinar is “**Fundraising and Sustainability: Building your Organization by Telling the Right Story to the Right Audience.**” It will explore the topic of fundraising and sustainability through the lens of effective storytelling.

Every organization requires financial resources to maintain its efforts, but how can peer leaders go about telling a story that explains why potential partners should invest in their organization’s mission? Join us to learn about sources of funding that peer organizations commonly pursue, and the key elements of sustainability. This includes techniques that you can use to enliven your message, attract funding partners, and develop strong, mutually beneficial, ongoing relationships with them.

Register at <https://register.gotowebinar.com/register/2200903817303742210>

This webinar is the third in a series that is co-sponsored by the National Empowerment Center (NEC) and the other Technical Assistance Centers.

The first webinar is available here:

Recording from Tuesday, March 14 - *Conflict Management in Peer-Run Organizations: Tools for Effective Conversations* presented by Elisa Padilla from NAMI Star Center

<http://www.peerstar.org/webinars/>

**And the second webinar:**

Wednesday, May 15th- *Developing a Board of Directors for Mental Health Organizations* presented by Matthew Federici and Amey Dettmer from Doors to Wellbeing

<https://www.doorstowellbeing.org/webinar-recordings> (3rd one down)

The five Consumer/Consumer Supporter Technical Assistance Centers: the [National Empowerment Center](#), the [CAFÉ TA Center](#), NAMI [STAR Center](#), [Doors to Wellbeing](#), and [Peerlink](#) are looking for your input as we determine what topics to address in future webinars. **Please consider sharing your priorities** by participating in a brief online survey at <https://www.surveymonkey.com/r/peer-run-orgs> to let us know what would be useful to you in developing peer-run organizations.