



Session One

Think Before You Link: Make Use of the Internet While Preserving Tax-Exempt Status

Communication & Marketing

The Internet creates opportunities for all nonprofit organizations to behave like large ones, by reaching out to ever broader constituencies. Yet, websites and interactive social media present traps for the unwary. Attendees of this workshop will gain a basic understanding of when Internet activities may jeopardize tax-exempt status or inadvertently trigger tax liabilities or penalties. Screenshots will be viewed throughout the workshop to illustrate key points.

Lisa Norton is a Seattle-based attorney whose practice concentrates on serving nonprofit organizations. Lisa brings to bear over 20 years of experience working with large and small for-profit and not-for-profit organizations on federal, local and international legal and tax matters. She received her bachelor's degree, *summa cum laude*, from the University of Rochester, law degree from Harvard Law School, and Masters of Public Administration from the University of Washington.