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Noteworthy eNews | September 2020



Spectrum Conference: Connections 2020

Tuesday, October 20, 2020
8:30 AM - 4:15 PM

Spectrum is going virtual! Join us for a daylong digital conference for nonprofit marketers, communicators, fundraisers, and leaders. Enjoy 3 keynotes, 4 tracks of programming, and more! Virtual attendees pick 4 sessions to attend live in addition to the keynote presentations—then get recordings of ALL 16 breakout sessions PLUS the 3 keynotes after the conference ends.

Earlybird pricing (now—Labor Day, September 7)

\$49 Members | \$49 Students | \$69 Nonmembers

On September 8

\$69 Members | \$69 Students | \$89 Nonmembers

Not a member? Join today! Organization members enjoy benefits for up to 5 people—including the member rate for Spectrum.

[Register](#)

Virtual Program

Communicating Justice: Advocating for Meaningful Change

Tuesday, September 15, 2020
12:00 PM - 1:00 PM

A turbulent election year and a global public health crisis have left many of us wondering what we can do to drive meaningful change in our communities. How can we make our voices heard? Join us as we hear from **Z Gorley**, Communications Director at ArchCity Defenders, about advocacy that is people- and community-centered. They'll discuss how grassroots movements like the Close the Workhouse campaign help create a society where the promise of justice and racial equity is realized.



ArchCity Defenders (ACD) is a holistic legal advocacy organization that combats the criminalization of poverty and state violence, especially in communities of color.

SPECIAL PRICING

\$5 Members | \$10 Nonmembers | \$5 Students

[Register](#)

Spectrum Speakers Sneak Peek

Katie Stuckenschneider

Marketing & Digital Media Manager
Forest Park Forever

Previous to Forest Park Forever, Katie was the Communications Director at PROMO, Missouri's statewide LGBTQ advocacy organization for six years. In her spare time, she enjoys biking, hiking, craft beer, and being outdoors.



Maryanne Dersch

Founder & CEO
Courageous Communication

Maryanne is author of *Courageous Communication: How Codependence Is Making Your Nonprofit Brand Boring and What to Do About It* and founder of Superstar Fundraising Academy. She's known for her love of ultrahigh heels, extra-large Diet Cokes, and short karaoke rotations.



Vincent C. Flewellen, MSW
Chief Diversity Officer



Webster University

Vincent provides key leadership for Webster University's core value of advancing diversity and inclusion as part of the educational mission through the University's network of domestic and international locations. For the past 17 years, he has served as a consultant on diversity and inclusion issues for a variety of schools and organizations, including: the Kirkwood School District; the John Burroughs School; the Forsyth School; the Cochran Community Center; and FOCUS St. Louis.



Welcome to our New and Renewing Members!

Thank you for investing in your professional development through the Nonprofit Marketers Network.

Individual Members

Laura Miller – Center for Women in Transition

Organizational Members

Humane Society of Missouri
LifeWise STL
NCJW STL

Annual membership dues are:

- \$100 for an individual
- \$75 for a student
- \$250 for an organization (up to five members per organization)

[Join or renew](#) your membership and save on Spectrum Conference 2020 registration!

NMN members are eligible for special tuition rates in select undergraduate and graduate programs at **Webster University!** Webster's online, weekend and evening programs fit your schedule and your ambition. You can study to complete a degree, advance in your profession or change your career path. [Invest in Your Future](#)



Resources

Enough with the Pointless Nonprofit Storytelling
from Nonprofit Marketing Guide

3 Website Tips to Support Your Fundraising Efforts

from sgENGAGE

How to Manage Your LinkedIn Presence in 10 Minutes a Day

from Social Media Examiner

How Can I Make a Difference? How to Turn Apathy Into Action

with Dan Parris, Speak Up Productions



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