



Noteworthy: April 2021

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NONPROFIT MARKETERS NETWORK–STL IS CELEBRATING “50 YEARS FORWARD”

Members and friends,

It is my great privilege to serve as president of Nonprofit Marketers Network–STL during our organization's 50th anniversary year. Much has changed in the realm of communications in that time, but one thing remains the same: Our organization is committed to building a strong network of marketers and communicators, providing you with the resources and best practices to excel in your professional roles and advance the great work of your organizations.

I invite you to join us throughout 2021 as we build on 50 years of commitment to the St. Louis community.

We'll be offering you new ways to network, professional development opportunities, and new tools and resources. Come celebrate “50 Years Forward” with us!

We are also asking for your support to launch our next 50 years. Nonprofit Marketers is a fully volunteer-led organization that has not offered donation opportunities in the past. [Please consider making a one-time anniversary gift to Nonprofit Marketers on Give STL Day.](#)

We are looking for 50 gifts of \$50 from 50 friends—or of any amount you choose. Advance giving for Give STL Day begins on April 5!

Thank you for your support of Nonprofit Marketers. I can't wait to see what "50 Years Forward" will bring to our community!

Kristine Gruver, MA, CFRE
President

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APRIL PROGRAM: EARN YOUR RETURN ON INVESTMENT: 6 KEYS TO ELEVATING YOUR BRAND AND ITS IMPACT

APRIL 13, 2021 | 12:00 PM - 1:00 PM

APRIL 13 LUNCHTIME WEBINAR

EARN YOUR RETURN ON INVESTMENT: 6 KEYS TO ELEVATING YOUR BRAND AND ITS IMPACT

FEATURED SPEAKERS

ANDREA SCHIMPF



Vice President of Marketing
Neighbors Credit Union

MATT WEST



Brand Strategist & Creative
Development
Neighbors Credit Union



Does your organization find itself regularly trying to squeeze a dollar out of a dime? Are you looking to maximize your marketing efforts by utilizing your current resources to their fullest potential? Join Nonprofit Marketers Network–STL on Tuesday, April 13, as Andrea Schimpf, vice president of marketing, and Matt West, brand strategist and creative development, both of Neighbors Credit Union, present "Earn Your Return on Investment: 6 Keys to Elevating Your Brand and Its Impact." In this presentation, we will explore the ways you I.N.V.E.S.T. in your organization by aligning your message with its core values to capture your audience's attention.

SPECIAL PRICING

\$10 Members | \$15 Nonmembers | \$10 Students

[Register Now](#)

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NONPROFIT MARKETERS NETWORK–STL MENTORSHIP



Nonprofit Marketers Network–STL is thrilled to announce the mentees in our second mentorship cohort!

Jackie Karalunas, [Safe Connections](#)

Laura Foughty, [MindsEye](#)

Ericka Sanders, [Big Brothers Big Sisters of Eastern Missouri](#)

Katie Layman, [Ronald McDonald House Charities of St. Louis](#)

Kiara Laack, [Kiara Laack Photography and Videography, LLC](#)

With Mentors from [United Way of Greater St. Louis](#), [Metro Theater Company](#), [Missouri Botanical Garden](#), [STAGES St. Louis](#) and [MindsEye](#)!

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SPECTRUM 2021: SAVE THE DATE AND CALL FOR SPEAKERS

Mark your calendars! Join us for Spectrum 2021 on Tuesday, **October 19, 2021**. Our theme this year is “*Spectrum: 50 Years Forward*,” celebrating Nonprofit Marketers Network–STL fiftieth anniversary year and building on our 50 years of commitment to the St. Louis community. We are currently planning a hybrid event, offering both in-person and virtual opportunities.

Spectrum is the premier location for professional development for nonprofit marketers and communicators. This day-long event is filled with best practices and cutting-edge ideas from leading minds and voices in our sector.

We need you!

Would you or someone you know be a good fit to speak at Spectrum this year? Fill out our [speaker application form](#)! In keeping with our theme of “50 Years Forward,” we are specifically looking for speakers and topics focused on the future. We intend to provide conference attendees information to advance their careers in a time of change—and for decades to come. Proposals could incorporate this “50 Years Forward” theme in one of the following categories: Marketing/Communications, Fundraising/Development, Leadership, and Equity and Inclusion.

Proposals for Spectrum sessions will be accepted through Saturday, May 15.

[Submit your proposal today](#)

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WELCOME TO OUR NEW MEMBERS

Welcome to our new members and welcome back to our renewing members! Thank you for investing in your professional development through Nonprofit Marketers Network.

Organizational Members:

Safe Connections: Sophi Arp

Big Brothers Big Sisters: Linda Robinson, Elaine Cha, Miya Norfleet

Minds Eye: Angela Banks, Jason Frazier, Laura Foughty

Ronald McDonald House Charities of St. Louis: Jason Huff, Mallori Green, Abby Mauer

Individual Members:

Lauren Bryant, Development Coordinator with Almost Home

Kiara Laack, Freelance Media Specialist, Kiara Laack Photography & Videography

We have an exciting new website! Please check out the great new features, including registering for events, managing your own profile and our NEW Members Only Section! You can register online at www.npmarketers-stl.org!

Annual membership dues are \$100 for an individual, \$75 for a student, or \$250 for an organization (up to five members per organization).

[Join or renew your membership today](#)

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WEBSTER UNIVERSITY DISCOUNT



Nonprofit Marketers Network–STL 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](#)

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RELEVANT RESOURCES

19 Social Media Marketing Myths to Leave Behind in 2021

from HubSpot

Write Like You Talk: 12 Tips for Conversational Content

from Content Marketing Institute

Grants: Why 1 + 1 Must Equal 2

from The NonProfit Times

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CONTACT US

8050 Watson Road, Suite 240
St. Louis, MO 63119

314.384.1098

<https://npmarketers-stl.org>

admin@npmarketers-stl.org

