



Noteworthy: August 2021

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A NOTE FROM THE PRESIDENT

Hello and welcome to another year with Nonprofit Marketers Network–STL. Our board year transitions at the beginning of each July. At that time, we say goodbye to board members who are leaving, thank board members who are stepping down from leadership roles, and welcome new people to the board.

I would like to introduce myself as your new Board President and take this opportunity to thank our Immediate Past President, Kristine Gruver, for her leadership as we rebranded and became Nonprofit Marketers Network. I would also like to give a massive thank you to Neosha Franklin, former Board President, who finished her board term this year. Neosha has been an amazing leader, coach, and friend to many of us on the board. Also leaving the board this year was Lisa Snider, who stepped in and did a great job as Communications Chair.

Finally, I would like to welcome four new members to our board. Welcome Jenny Beatrice (Sisters of St. Joseph of Carondelet), Diane Droege (DD Creative Communications), Brad Jones (Energizer Holdings), and Nicole Nidea (SODA: Student Organ Donation Advocates).

I am looking forward to an exciting year as President, particularly when we will eventually be able to return to in-person programs and live networking.

As always, you are welcome to reach out to any of our board members with questions or suggestions at any time through admin@npmarketers-stl.org.

Ann Duffy
President

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12 MONTHS TO LAUNCH: BUILDING THE MOONSHOT MUSEUM

AUGUST 17, 2021 - 12:00 PM - 1:00 PM

LUNCHTIME WEBINAR
TUES., AUGUST 17 @ NOON

12 Months to
Launch:
Building the
Moonshot
Museum

Sam Moore
Executive Director
Moonshot Museum

NONPROFIT
MARKETERS
NETWORK - STL

Building a brand from the ground up can be...something of a moonshot. Pittsburgh's Moonshot Museum will open in Summer 2022 as Pennsylvania's first museum focused exclusively on space, at the connecting point of museums and aerospace technology. The museum is uniquely partnered with an innovative space robotics company, Astrobotic Technology, and will offer

visitors an incredible behind-the-scenes look at the construction of real spacecraft, as well as student connections to space industry professionals.

In this session, Moonshot Museum Executive Director Sam Moore will present their experiences as a case study for participants. He will share the journey to open Moonshot Museum since its announcement in May 2021, the path that lies ahead, and the challenges and freedoms presented by building an entirely new brand and public presence in a technology- and museum-rich region in Western Pennsylvania - not unlike the technology- and museum-rich greater St. Louis landscape.

Moore has served in many leadership roles in museums and cultural nonprofits in both Pittsburgh and his hometown of St. Louis, including the Senator John Heinz History Center, the National Aviary, Missouri Historical Society, and the Campbell House Museum. He is a past member of the graduate faculty in museum studies at the University of Missouri-St. Louis.

SPECIAL PRICING

\$10 Members - \$15 Nonmembers - \$10 Students

[Register Now](#)

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SPECTRUM 2021: EARLY BIRD RATES END AUG. 31

Mark your calendars! Join us for Spectrum 2021 on Tuesday, **October 19, 2021**. Our theme this year is "Spectrum: 50 Years Forward," celebrating the fiftieth anniversary year of Nonprofit Marketers Network-STL and building on our 50 years of commitment to the St. Louis community. The conference will be fully virtual.

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. **Register Today! Early bird rates end August 31.**

Early Bird Pricing:

\$49 Members - \$69 Nonmembers - \$49 Students

After August. 31:

\$69 Members - \$89 Nonmembers - \$69 Students

[Register Now](#)

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MENTORSHIP PROGRAM DEADLINE JULY 31



"I joined the Nonprofit-Marketers Network - STL Mentorship Program in 2020, and I'm so glad I did. The program took the pressure off of finding a mentor on my own and provided structure to build a lasting relationship with a nonprofit expert. My mentor has a career I admire, and she has provided me with invaluable advice that helped me build my own career. Since joining the program, I have gone from a coordinator-level position to leading an organization, and I wouldn't be in this role without my mentor or Nonprofit Marketers Network-STL!"

Nicole Nidea, Fall 2020 Mentee

Are you a young nonprofit professional looking to develop your skills or an established professional looking to gain new perspectives? Applications for the third cycle of the Nonprofit

Marketers Network Mentorship Program are open now! Applicants will be matched with seasoned professionals using a number of criteria including career interests, professional and personal goals, and geographical location for a year-long program.

Applications close on July 31. [Apply now!](#)

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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:

NCJW STL

Visit our website for great new features, including registering for events, managing your own profile, and our NEW Members Only Section! Become a member or renew 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

Are In-Person Events Making a Comeback? 5 Tips to Start Considering A Safe And Fun In-Person Fundraising Event Again

From Bloomerang

The 10 Keys to Nonprofit Communications Success

From Nonprofit Marketing Guide

12 Traditional Marketing Tactics with Surprisingly High ROIs

From Hubspot

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