



Noteworthy: May 2021

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Give STL Day - May 6



Join Nonprofit Marketers Network and hundreds of great nonprofits across our community for Give STL Day! Each gift you make supports and strengthens our community.

In celebration of our 50th anniversary, Nonprofit Marketers is looking "50 Years Forward" on Give STL Day. We're asking for 50 gifts from 50 friends to continue to serve our community for the next 50 years.

[Please make a gift today!](#)

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BRAND PERSONAS – YOUR NONPROFIT BRAND IN HUMAN FORM!

MAY 11, 2021 - 12:00 PM - 1:00 PM



If you brought your nonprofit brand to life as a person, who would it be? How would they act and what would they care about? What are their ambitions and what are their blindspots? Building out your brand's persona is a very powerful way to get clear on what makes your brand unique and how to better connect with your clients, volunteers, board and community. Eriko Clevenger Pope, former Head of Global Marketing for Nestle Purina worldwide and current CEO/Founder of Katalyst STL, a strategic marketing advisory firm to nonprofits, will lead you through a powerful (and fun!) workshop to understand the power of building your brand's personality and how to do it in a step-by-step process.

SPECIAL PRICING

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

[Register Now](#)

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Save the Date: June Program - Creating An Effective Nonprofit Message

JUNE 8, 2021 - 12:00 PM - 1:00 PM

Join Jarel Loveless, chief development officer at Annie Malone Children and Family Services, as we discuss how to build clear, consistent messaging that can be easily shared across all mediums.

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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**. 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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Member Profile - Meghan Higdon



Meghan Higdon has served as Graduate Admissions Counselor for Webster University since 2018. After graduating from Webster with her BA in Media Communications in 2004, Meghan worked for the Saint Louis Science Center. Throughout her six years there, she was promoted twice, culminating in two years as Membership Acquisition Coordinator. She returned to her alma mater in 2015.

Meghan promotes NP Marketers as a board member serving on the Programs Committee. “I value the Nonprofit Marketers Network most for the people, knowledge, and support it provides professionals throughout the world of St. Louis nonprofits,” she explained.

On a personal level, when not working or trying to finish her MA in Nonprofit Leadership, she spends time with her family and dogs as well as reading, watching TV and movies, and traveling.

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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.

Individual Members:

Erin Smith, VP of Communications with United Way

Brett Murray, Marketing Manager with STAGES St. Louis

Claire Luna, Billing Specialist with Barnes Jewish Hospital

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

[Managing Your Nonprofit's Communications As We Emerge From The COVID-19 Crisis](#)

From Big Duck

8 Tips To Re-Engage Lapsed Donors Through Email

From Classy

6 Essential Writing Tips For Nonprofit Storytellers

From Global Giving

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