



Noteworthy: May 2022

IN THIS ISSUE

- May Program - Telling Your Story: How To Successfully Pitch To Media
- Save The Date For Spectrum
- Welcome To Our New Members
- Relevant Resources

MAY PROGRAM - TELLING YOUR STORY: HOW TO SUCCESSFULLY PITCH TO MEDIA

LUNCHTIME WEBINAR

TUESDAY, MAY 17

TELLING YOUR STORY:

HOW TO SUCCESSFULLY PITCH
THE MEDIA

Learn how to give your organization
a boost with media exposure—and
how to get it!



KANNA ROOK
SSM HEALTH

Sponsored by Great Rivers Greenway

You have a great story to tell! Now what?

Rather than pushing your message out through your traditional communication channels, why not try pitching it to the media and let them tell your story for you! Join Kanna Rook, communications consultant for SSM Health Saint Louis University Hospital for a session on media pitches. Learn how your organizational channels—newsletters, email, website, social, etc.—can get a boost from media exposure, as well as how to go about getting that exposure.

Join Kanna Rook - Currently serving as the communications consultant for SSM Health Saint Louis University Hospital, Kanna Rook has a cumulative 13 years' experience in PR, marketing, and communication with a diversified background in higher education, nonprofit, government, and healthcare. As a recognized leader on the SSM Health–St. Louis Region Communications team, Kanna is an expert in managing social media and overall communications strategies.

Date: Tuesday, May 17

Time: 11:45 a.m. - 1 p.m.

[Register Now](#)

[back to top](#)

SAVE THE DATE FOR SPECTRUM!

Join us October 18

Save the date to join us at Spectrum, the premier conference for nonprofit marketers and communications professionals! "Spectrum 2022: Live and In-Person!" will be a full day of networking and professional development at Webster University on Tuesday, October 18. Early-bird registration is coming soon!

Speak at Spectrum

Interested in joining a powerhouse lineup and speaking to an audience of nearly 200 at Spectrum?

Email SpectrumChair@npmarketers-stl.org if you would like to be considered as a Spectrum presenter.

[back to top](#)

WELCOME TO OUR NEW MEMBERS

Helping you tell the stories that change the world

The vision of the Nonprofit Marketers Network is “to connect marketers and communicators across our region and beyond, creating a network of open support that equips them with the tools they need to change the world. By fostering an open, constructive, equitable and supportive environment, we enable our community to tell the stories of worthy organizations with excellence.”

Be a part of our vision, and change the world with us! If you are not a member, we invite you to join Nonprofit Marketers Network and start building those relationships and accessing the tools that will help you tell your organization’s stories with excellence.

[Join Nonprofit Marketers today!](#)

Welcome to our newest member ...

- Shannon Smock, Washington University

... and a shout out to our renewed members

- Emma Adkisson, Missouri Botanical Garden
- Laura Foughty, MindsEye
- Kristine Gruver, Missouri Botanical Garden

- Bailie Kleekamp, Missouri Botanical Garden
- Katie Layman, Ronald McDonald House Charities

Remember your membership gives you exclusive access to the members area on our website where you can manage your member profile, view the member directory and enjoy exclusive content and resources. If you are not sure how to access your account, please let us know at admin@npmarketers-stl.org.

Reminder to Renew!

Records show that a number of us are coming up membership renewal time. We want to be sure you continue to receive all you member benefits, so keep an eye on your email for your renewal reminder, and click RENEW before you forget (we know how it goes!).

If you have any questions about membership, please reach out to Jenny Beatrice, Membership Chair, at membershipchair@npmarketers-stl.org.

Visit our website to register for events, manage your own profile, and explore our Members Only section, including an industry-focused job board! 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!](#)

[back to top](#)

RELEVANT RESOURCES

[How To Engage Your Community In Your Brand](#)

From Big Duck

Inluencers And Video Marketing: How They Join Forces To Boost Your Brand

From Lemonlight

6 Content Helpers That Encourage People To Read, Watch, Or Listen

From Content Marketing Institute

[back to top](#)

CONTACT US

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

<https://npmarketers-stl.org>

admin@npmarketers-stl.org



314.384.1098