



Noteworthy: August 2022

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AUGUST PROGRAM - CRISIS COMMUNICATIONS: PREPARATION AND RESPONSE

LUNCH PROGRAM AND NETWORKING

TUESDAY, AUGUST 16

CRISIS COMMUNICATIONS: PREPARATION AND RESPONSE

News travels fast – drawing immediate and sometimes global attention. Your stakeholders are watching how well and how quickly you respond.



JULIE STEININGER

SVP and Chief Operating Officer
Standing Partnership

News travels fast — drawing immediate and sometimes global attention. Your stakeholders are watching how well and how quickly you respond. Be prepared to communicate quickly and effectively in a crisis, whether it is employee misconduct, a data breach or social media backlash. Standing Partnership will help you prepare in advance with this workshop where you'll learn the elements of a crisis plan, how to respond, and analyze scenarios.

Julie Steininger, SVP and Chief Operating Officer at Standing Partnership, will be our guest speaker. Since joining the firm more than two decades ago, she has helped many clients build value and trust with the audiences that matter most to them. With a strong background in issues and crisis management, Julie brings unique insight and understanding to clients in complex industries. Her experience helps clients achieve their goals through effective messaging, stakeholder relations, coalition building, issues monitoring, and crisis planning and training.

Date: Tuesday, August 16

Time: 11:30 a.m.–1:00 p.m.

Location: Network for Strong Communities, 8050 Watson Road, Suite 240, St. Louis, MO 63119

[Register Now](#)

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[REGISTER TODAY FOR SPECTRUM!](#)

The banner features a background image of a diverse group of people in a meeting or conference setting, overlaid with a semi-transparent blue filter. At the top center is the logo for the Nonprofit Marketers Network - STL, which consists of a stylized yellow starburst icon to the left of the text "NONPROFIT MARKETERS NETWORK - STL". Below the logo, the text "OCTOBER 18, 2022 | WEBSTER UNIVERSITY" is displayed in yellow. The main title "SPECTRUM 2022: LIVE AND IN-PERSON" is written in large, white, serif capital letters. Underneath the title, "A CONFERENCE FOR NONPROFIT MARKETERS" is written in smaller yellow capital letters. A dark purple rectangular box contains the text "Early Bird Registration Is Now Open!" in white. At the bottom, the registration fees are listed: "\$99 Students | \$99 NP Marketers Members | \$125 Nonmembers" in white.

NONPROFIT
MARKETERS
NETWORK - STL

OCTOBER 18, 2022 | WEBSTER UNIVERSITY

SPECTRUM 2022: LIVE AND IN-PERSON

A CONFERENCE FOR NONPROFIT MARKETERS

Early Bird Registration Is Now Open!

\$99 Students | \$99 NP Marketers Members | \$125 Nonmembers

Live and In-Person! at Webster University

Tuesday, October 18, 2022 | Time 8 a.m.–4 p.m.

Welcome & Morning Keynote: 8:50–10:00 a.m.

Morning Keynote: Networking is Your Superpower: Back to Connecting In-Person

Kesha Kent, BA, MAOL – National Diversity Leader, Speaker and Author,

Ascension/MrsKeshSpeaks

Closing Remarks and Afternoon Keynote: 3:00–4:00 p.m.

Afternoon Keynote: Working with the Media & Influencers

Panelists:

Jenna Rae (KMOV)

Justina Coronel (KSDK)

Luke Farrell (StL Bucket List)

Meghan O (Radio Personality)

2022 Pricing:

- Early-bird: \$99 students, \$99 NP Marketers members, \$125 nonmembers
- Regular: \$99 students, \$125 NP Marketers members, \$145 nonmembers

Early Bird Registration Ends Aug. 15

[Register today](#) for Spectrum 2022!

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.

Save the Dates

September Program: Sept. 13 - Videography and Content Creation for Nonprofits with Jake Huber and Levi Kirby of SPLYCEHOUSE

November Program: Nov. 8 - TikTok and Nonprofits with Chris Kuban of Chemistry PR and Multimedia

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CONNECTING WITH OUR MEMBERS

Top Three Reasons to Join Nonprofit Marketers Network TODAY!

1. Get Together! We are back to in-person programming, offering you monthly face-to face networking opportunities to get you connected to the local nonprofit scene.
2. Discounts! Your membership will not only get you discounts on our monthly programs, but on our October Spectrum conference at Webster University as well. P.S. Your membership also gets you a 20% tuition discount at Webster.
3. Get Involved! Boost your skills (and your résumé) by volunteering to serve in our robust volunteer community. We are currently looking for member volunteers to serve on our committees to support and grow our robust network.

And a warm welcome to our newest members:

- Karina Aquino, Hispanic Chamber of Commerce St. Louis
- Jim Eye, Indox Services
- Hannah Michelson, Congregation Shaare Emeth
- Eric Nesser, student
- Nick Skinner, ManUp Global
- Erin Smith, United Way of Greater St. Louis

- Nancy Tully, Catholic Charities of St. Louis
- Kevin Weible, Beverly Farm Foundation

And shout out to our renewing members:

- Dave Baldwin, Access Academies
- Jennifer Weston, LifeWise STL

Join Us!

Nonprofit Marketers Network–STL represents organizations that make a difference in the St. Louis area as well as individuals who use their talents to serve the community. Join our network today, and join others who are using their professional skills to make St. Louis stronger.

[JOIN TODAY](#)

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[WEBSTER UNIVERSITY DISCOUNT REMINDER](#)



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

5 Ways To Make Your Nonprofit Brand Stand Out

From Bloomerang

5 Great Examples Of Nonprofit Calls To Action

From NonProfit PRO

5 Questions To Ask Before Starting A New Social Media Account

From Sprout Social

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