



## Noteworthy: September 2022

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### Relevant Resources

## SEPTEMBER PROGRAM - MAZIMIZING THE REACH AND VALUE OF YOUR CONTENT

A purple event flyer with a yellow sunburst logo at the top center. The text is centered and includes the event title, date, and speakers' names and titles.

NONPROFIT  
MARKETERS  
NETWORK - STL

LUNCH PROGRAM AND NETWORKING

TUESDAY, SEPTEMBER 13

MAXIMIZING THE REACH AND VALUE OF  
YOUR CONTENT

LEVI KIRBY  
Director of Photography  
SplyceHouse

JAKE HUBER  
Creative Director  
SplyceHouse

In this session, we will discuss the importance of content marketing and how to utilize it as effectively as possible. No matter what you do, you are a marketer first. This is especially important to realize in 2022, when harnessing the power of social media is so effective and accessible. We will discuss creating content, sharing content, and maximizing the use of that content, all while growing an audience with consistency and value.

## **Ticket Options**

This month as a post-Labor Day special, we're offering a no-lunch option:

\$20.00 Member Ticket (No Lunch)

\$35.00 Non-Member Ticket (No Lunch)

**Please note that this does not include a lunch or beverage, and due to liability issues, Vue 17 does not allow outside guests to bring in outside food.**

\$35.00 Member Ticket (Lunch)

\$49.00 Non-Member Ticket (Lunch)

Date: Tuesday, September 13

Time: 11:30 a.m.–1:00 p.m.

**Networking** | 11:30 am – 12:00 pm

**Presentation & Lunch** | 12:00 pm – 12:45 pm

**Q&A** | 12:45 pm – 1:00 pm

Location: Vue 17, 1034 S. Brentwood Blvd. 17th Floor, St. Louis, MO 63117

[Register Now](#)

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REGISTER TODAY FOR SPECTRUM!



**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:**

- \$99 students, \$125 NP Marketers members, \$145 nonmembers

[Register today](#) for Spectrum 2022!

### **Save the Dates**

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

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## CONNECTING WITH OUR MEMBERS

### **Welcome to our newest members who joined in August:**

Welcome to the team from Your Words STL:

- Steve Handoyo
- Anna Guzon
- Deanne Sleet
- Eula Wiggins

... as well as the following new members:

- Cindy Berry (Snapcom)
- Cassandra Cooke (Safe Connections)
- Erin Smith (United Way)
- Nancy Tully (Catholic Charities)

## **And thanks to renewing members:**

- Dave Baldwin (Access Academies)
- Noreen O'Brien (Presbyterian Children's Homes and Services)

... and the team from LifeWise STL:

- Amanda Andrews
- Jennifer March
- Daniel Richter
- Jennifer Weston

## **Not a member? Join today to get your discount on the Spectrum Conference registration!**

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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## **RELEVANT RESOURCES**

### **[How To Increase Online Donations In 5 Easy Steps](#)**

From Nonprofit Hub

### **[How To Write A 1-Page Content Marketing Strategy: 6 Easy-To-Follow Steps](#)**

From Content Marketing Institute

### **[9 Tips On Leading With Integrity And Building Trust](#)**

From Lifehack

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