NONPROFIT MARKETERS NETWORK-STL

January 2023

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Creative Collective
NONPROFIT MARKETERS NETWORK-STL
Peer-to-Peer Sharing of Ideas & Best Practices

CREATIVE COLLECTIVE

The **Creative Collective** is a members-only sharing of ideas and best practices. Hosted and led by organization members, the Collective will tackle a different topic each month. From creating sponsorship proposals to social media strategy to career advancement – nothing is off the table.

Our first Collective conversation will be about marketing

plans on **Wednesday, February 7 from 8:30 – 9:30 am.** Hosted at PreventEd's office in Olivette, Max Dieter will lead a conversation about plans for marketing in 2024, how we developed these plans, or how to develop them if you don't have one yet.

The second Creative Collective event will be "Beyond Logo Soup: How do we leverage marketing to secure corporate support?" Hosted at Saint Louis Art Museum in the Friends Room on Wednesday March 13th from 4 – 5 pm, Laura Foughty will guide a conversation about the relationship between marketing and corporate sponsorship.

Don't wait to register! Participation is limited to the first 15 members who sign up!
Register for the February 7th meeting now!

REGISTER NOW

GIVE STL DAY 2024 TRAININGS

Give STL Day is less than three and a half months away, and trainings are kicking off on February 1! They'll cover registration and setup, how to get the most out of Give STL Day, developing killer content, and so much more.

Even if your organization isn't planning on participating in Give STL Day, these trainings can help you plan and strengthen your year-round digital and fundraising strategies. Each training will include time for a Q&A after. Trainings will also be recorded and made available on the St. Louis Community Foundation YouTube page.

The trainings are **free** to attend, but **registration is required**.

LEARN MORE

ORGANIZATION SPOTLIGHT

This month we're featuring an interview with Emily Baumann, Communications Manager at St. Louis Community Foundation. Emily is also a member of the Nonprofit Marketers Network's Board of Directors and Communications Committees, which are accepting new members!!!

Thanks for being willing to share with us, Emily! Tell us about your organization.

"The St. Louis Community Foundation inspires purposeful philanthropy to connect community and donors. This means that we serve as our region's philanthropic hub. We work with professional advisors, private family foundations, and donors who hold charitable funds with us to support the more than $100 million to nonprofits, scholarship, and employee care recipients last year. Plus, I have the incredible honor of leading the effort behind Give STL Day, our

signature community giving program that has raised more than $30 million since its inception in 2014."

What drives your passion for your work?

"It’s probably the same as everyone else’s answer: the people! My role at the Community Foundation, particularly with leading Give STL Day, means that I get to learn about and interact with hundreds of organizations. I feel inspired every day! I was born and raised in St. Louis, but am only just starting to understand how many of the things I love about living here were made possible by a nonprofit, and all because someone saw a need and had a vision. I’m also driven by a newfound passion for donor stewardship and helping guide donors towards the kind of philanthropy that fosters lasting change."

What made you want to join Nonprofit Marketers Network?

"Towards the beginning of my career, I was aware of NP Marketers Network, but I was mostly doing graphic design work and didn’t think of myself of a marketer. Over time, I started wanting to take a more active role in the marketing and communications efforts of my organization, so joining the Network—which so many people had recommended to me—made sense. When I joined the team at the St. Louis Community Foundation, I was delighted to find out we already had an organizational membership. I’ve gotten even more involved in recent years by joining a committee and the board. It’s been a very rewarding experience!"

What are you looking forward to in 2024?

"I’m looking forward to more in-person opportunities. Nonprofit marketing professionals come from all kinds

of backgrounds, and we all wear many hats. The person next to you at an event could have started their career as a grant writer or accountant. They could be working on their CFRE, or this could be their first nonprofit role after a long corporate career. I often find that whatever I came to a NP Marketers event for is not the only thing I leave with. I love these opportunities to make connections, share resources, and uplift each other. "

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SAVE THE DATE: SPECTRUM 2024

We’re excited to announce the official date of Spectrum 2024, the region’s premier nonprofit marketing and communications conference! Last year’s event was jam-packed with experienced speakers, engaged networking, and so much knowledge.

Mark your calendars now for:
Spectrum 2024 Conference at Webster University | Friday, October 18, 2024

At Spectrum, you will join a vibrant community of nonprofit professionals, marketing and communication experts, and industry leaders passionate about driving positive change. You will gain invaluable insights into the latest trends and emerging strategies in nonprofit marketing and communications through engaging panel discussions, interactive workshops, and inspiring keynote speeches. This conference will equip you with the tools and expertise necessary to overcome the unique challenges nonprofit organizations face in today's ever-evolving landscape.
Stay tuned for more information!

MEMBER NEWS

Welcome to the following new members:

Colleen Kelly- Sisters of Carondelet

Thank you to our renewing members!

Our members know that Nonprofit Marketers Network's greatest asset—and your greatest benefit—is our members. Your membership is your ticket into our supportive community and your opportunity to build meaningful relationships. From the seasoned professional to those just beginning their career, our members are all working to make a difference in the St. Louis community and beyond.

So if you are thinking about membership, this is your invitation! We offer three types of membership to fit every need—individual, organizational, and student options—all at a great annual rate.

Remember, you can register for events and even join or renew your membership online. Annual membership dues are $100 for an individual, $75 for a student, or $250 for an organization (up to five members per organization).

If you're already a member but don't have login information, email membership@npmarketers-stl.org **for help!**

JOIN OR RENEW YOUR MEMBERSHIP TODAY!

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