

RAGAN VIRTUAL WORKSHOP:

Best Practices for Nonprofit Communications in the Pandemic and Beyond



WELCOME

#RaganNonprofitComms

Presented by:



PR Daily

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Upcoming Events

Storytelling in Disruptive Times Webinar
March 31, 2021

Media Relations & Measurement Virtual Conference
April 7, 2021

Ragan's Workplace Wellness Virtual Conference
April 21, 2021

Visit [Ragan.com](https://www.ragan.com) for more information.

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Upcoming Awards

Ragan's Media Relations Awards
Late Deadline Friday, March 26

PR Daily's Nonprofit Communications Awards
Deadline Friday, April 23

Visit [Ragan.com/awards](https://www.ragan.com/awards) for more information.

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An indispensable membership exclusive to senior-level communicators.
Best-practices sharing, networking, team training.

Learn more at commscouncil.ragan.com or contact
Shallonb@ragan.com.

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Ragan's new Crisis Leadership Network is the resource you need before, during and post-crisis.

Become a member today at <https://www.ragan.com/crisis-leadership-network> or contact Shallonb@ragan.com.

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Recently Added

The COVID-19 Vaccine: What Communicators Need to Know 16:01

Assess, Adjust, Amplify: Case Study in Measuring the Right Results for DEI Communications 48:52

Measuring DEI for Nonprofits: Defining Benchmarks and Your "Data Story" 22:52

DEI Beyond Words: Operationalize and Communicate Your DEI Program 22:22

Popular Videos

Share your story 1:00

The Power of Story 1:00

The Power of Story 1:00

The Power of Story 1:00

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1:05-1:30 p.m. ET

Peer Roundtables



Nicole Weissman

Director of Communications

Halcyon

@HalcyonInspires

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1:30-1:55 p.m. ET

CASE STUDY

Using Virtual Experiences to Keep Donors Engaged with Your Mission in a Time of Crisis



Alex Novak

Director, Communications and Marketing

The Nature Conservancy

@nature_org

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2:05-2:30 p.m. ET

PANEL

Using Thought Leadership and Executive Communications to Combat Misinformation, Protect the Reputation of Leadership and Advocate for Your Organization



Jono Smith

Brand Communications and Digital Director

Make-A-Wish America

@MakeAWish



Rachel Clemens

Content Marketing Manager

Whole Whale

@WholeWhale

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2:40-3:00 p.m. ET

Networking

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3-3:20 p.m. ET

PANEL

Addressing Inequity in Communities and Reaching Diverse Audiences with Your Organization's Message



Dani Chitwood

Assistant Director

Special Olympics Illinois in Chicago

@SO_Illinois



Teri Wade

Vice President, Marketing and Communications

Amida Care

@AmidaCareNY

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3:30-3:50 p.m. ET

Create Social Media Content that Showcases Your Mission and Stories



Kelly Brockmeier

Director, Public Relations and Social Media

Wounded Warrior Project

@wwp



Shari Neal Williams

Social Media Marketing

Northwestern Memorial HealthCare



Megan Augustyniak

Manager, Social Media Marketing

Northwestern Memorial HealthCare

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Thank You

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