



## Association/Nonprofit Section

### **Mission-Focused. Purpose-Driven.**

Public relations and communications professionals who work with nonprofits and associations share similar challenges, regardless of available resources. Your work builds connections, strengthens relationships and drives change. Take your career to the next level by joining the [PRSA Association/Nonprofit Section](#).

Whether raising funds, awarding grants, recruiting members, managing volunteers, or counseling organizational leaders, communicators who work with nonprofits, associations and tax-exempt organizations use valuable skills to help others and build a better world for all. Our Professional Interest Section serves as your opportunity to connect with fellow association/nonprofit communicators who understand your issues and are willing to share solutions.

### **Professional Development Focused on Your Needs**

The Association/Nonprofit Conference continues to grow in scope while remaining tightly focused on the issues and priorities most relevant to our members' daily opportunities and challenges. Its small size allows for interactive sessions and in-depth discussions among participants and speakers. Attendees leave the event with solutions and strategies they can apply right away and get results, regardless of the size of their organization's budget and/or staff. Every session focuses on the needs of communications and public relations practitioners who work with association or nonprofit organizations.

Prior conferences have offered compelling sessions on subjects like:

- Using Data as a Catalyst for Change
- Growing Your Advocacy Communication Skills
- Managing Through Chaos: Staying Mission-Focused During Times of Change
- Developing a Mission-First Social Strategy
- Being an Effective Spokesperson for Your Industry or Cause
- Enhancing and Protecting Online Reputation for Associations and Nonprofits
- Collaborating for Greater Impact
- Accelerating Engagement in an Age of Change
- Communications Planning for Today's Reality
- Navigating a Changed Digital Landscape: Tips for Building an Effective Social Outreach Strategy
- Building a Membership Engagement Plan
- Reaching Audiences Without Internet Access: Actionable Strategies for Nonprofit & Association Leaders

In addition to the annual conference, we host regular webinars – free to Section members – featuring timely presentations on emerging trends and strategies.

### **Resources**

Our members design and produce opportunities for learning and engagement on an ongoing basis, including insightful newsletters and numerous volunteer opportunities.

### **Connect With Us Online**

Active members also find tremendous value by networking with other members throughout the year through online channels. In addition to the members-only discussions on the MyPRSA online forum, the Association/Nonprofit Section is active on Facebook, Twitter (@PRSANonprofit) and LinkedIn. **Join the conversation!**

### **Section Leadership**

#### **Chair:**

Kristie Aylett, APR, Fellow PRSA

#### **Chair-Elect:**

Rachel Bookman

#### **Immediate Past Chair:**

Echelle Rutschman, APR, Fellow PRSA

### **Membership**

Our members represent everything from local charitable organizations to some of the largest nonprofits in the world as well as associations serving state, national and international members.

Representative members include:

- AARP Media Relations
- American Society for the Prevention of Cruelty to Animals (ASPCA)
- Catholic Charities
- Goodwill Industries
- National Association of Realtors
- National Education Association
- Ronald McDonald House Charities
- The Pew Charitable Trusts
- The Salvation Army