



APRIL 20TH, NOON EST

COMMUNICATING THE IMPACT OF YOUR WORK

webinar presented by Beth Brodovsky

natural
areas
ASSOCIATION

Abstract: Is it difficult to explain your work to people outside your field? Are you able to make the case for your projects to higher-ups, grant makers or legislators? Does your program struggle to communicate its value?

The ability to translate the impact of your work so that your audiences understand is critical. It's the key to sustainable funding that allows natural areas – and natural areas professionals – to thrive.

The program is designed for natural areas professionals and marketers at natural areas organization. Invite your marketing team! This session will offer practical strategies to effectively communicate about the impact of your work.

Key takeaways:

- How to communicate effectively to different audiences
- Ways to make complex information easily consumable
- How to influence the influencers



Beth Brodovski
President
IRIS Creative Group, Inc.

As the president of Iris Creative Group Inc., Beth Brodovsky works with nonprofit leaders to focus their audience and move them to action. For more than 20 years, Beth and her team have developed nonprofit branding, marketing and fundraising communication. She runs Nonprofit Toolkit, training programs to grow in-house marketing skills on staff, hosted the 200-episode Driving Participation Podcast and speaks on nonprofit marketing nationally.