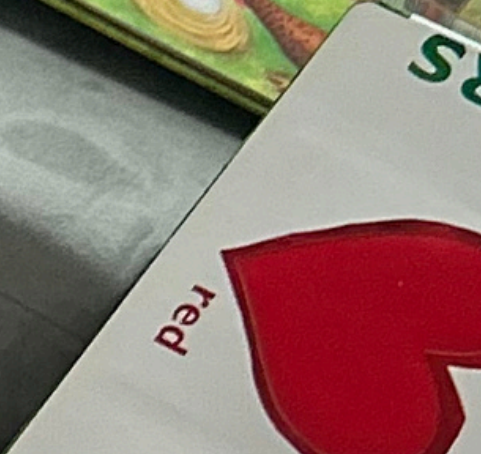
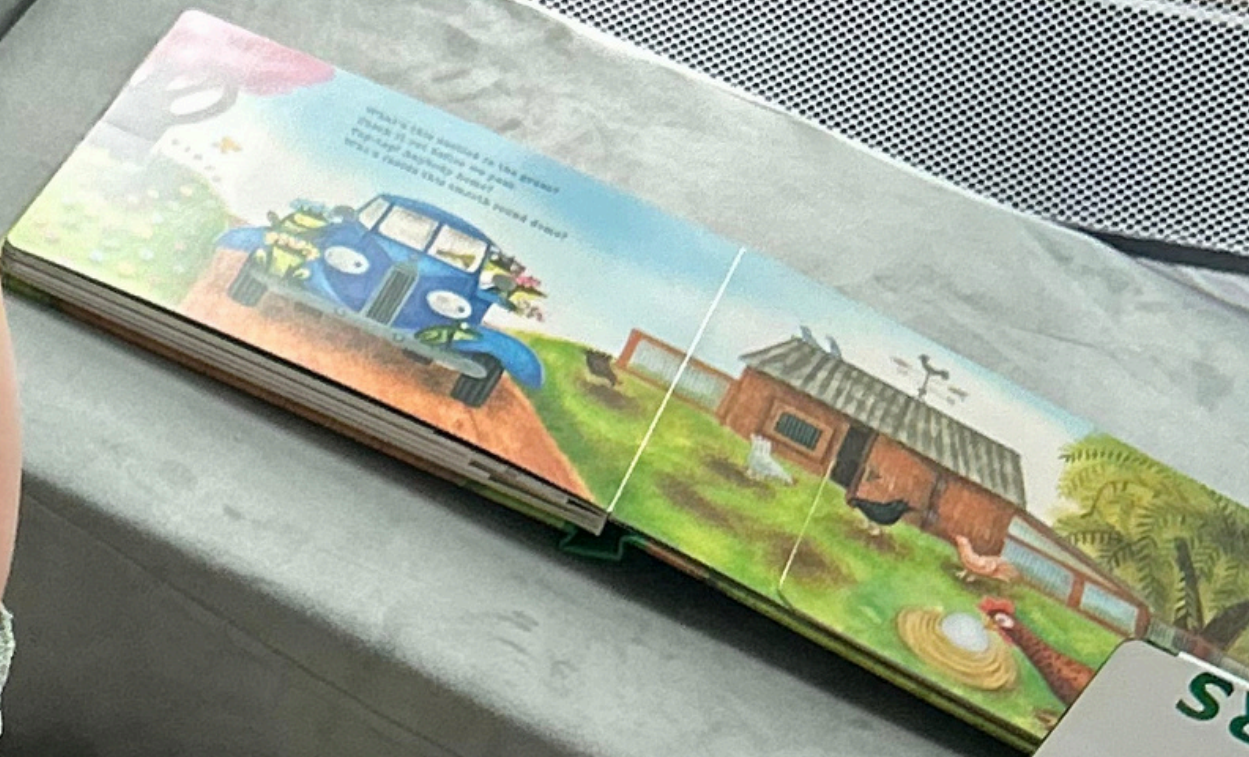


what's a  
highlight moment  
from your career?





you

**your story is worthy**

Fundraising is not about  
programs: **it's about  
relationships &  
connections.**

PERSONAL BRANDING

=

THOUGHT LEADERSHIP

**82% of consumers say they are more likely to trust a company when its senior executives are active on social media.**

**(Source: Edelman Trust Barometer)**



**77% of consumers are more likely to buy from a brand when the CEO or a public figure is visible, humanized, and active.**

**(Source: Brandfog)**

**70% of employers** report that they've rejected candidates because of their online reputation, which underscores the power of personal branding in shaping perceptions.

**(Source: CareerBuilder)**

**People are 16x more likely to read content from a friend or a well-known expert in their network compared to a brand's traditional content.**

**(Source: LinkedIn)**

*So, why don't we focus on it more?*



**What do you mean?**

**“No one wants to hear from me.”**

**“No one wants to hear from me.”**

**“They might think I’m gloating”**

**“No one wants to hear from me.”**

**“They might think I’m gloating”**

**“Someone else has said it better.”**



**“No one wants to hear from me.”**

**“They might think I’m gloating”**

**“Someone else has said it better.”**

**“What’s unique about me?”**

**“No one wants to hear from me.”**

**“They might think I’m gloating”**

**“Someone else has said it better.”**

**“What’s unique about me?”**

**IMPOSTER SYNDROME**



# TIME VS RESULTS RATIO

(Reference: Jasmine Star Show)

A dark blue Amazon Prime delivery van is shown from a side profile. The driver's side door is open, revealing a driver wearing a blue vest and a seatbelt. The van has a white number '360670' on the front fender and a white number 'USDOT 2881058' on the side panel. The background shows green trees and a concrete curb.

**Time flies when  
Prime delivers**

360670

USDOT 2881058

WHY does this matter...  
**for ME**

NOTHING IS MORE  
DANGEROUS THAN  
THE TRUTH.

"A harrowingly  
effective thriller."  
—Justin Chang, VARIETY



# THE WHISTLEBLOWER

Academy Award® winner  
**RACHEL WEISZ**

Academy Award® nominee  
**DAVID STRATHAIRN**

**NIKOLAJ LIE KAAS**

**ANNA ANISSIMOVA**

with

**MONICA BELLUCCI**

and

Academy Award® winner  
**VANESSA REDGRAVE**

SAMUEL GOLDWYN FILMS PRESENTS A WHISTLEBLOWER (GEN ONE) CANADA INC. BARRY FILMS CO-PRODUCTION IN ASSOCIATION WITH SUNRISE FACTORIES PRIMARY PRODUCTIONS FIRST GENERATION FILMS MANDALAY VISION INDOMITABLE ENTERTAINMENT RACHEL WEISZ "THE WHISTLEBLOWER" DAVID STRATHAIRN NIKOLAJ LIE KAAS ANNA ANISSIMOVA with MONICA BELLUCCI and VANESSA REDGRAVE with the participation of TELEFILM CANADA ASTRALV'S BAROLO COOPERAGES FUND and the ONTARIO MEDIA DEVELOPMENT CORPORATION in association with THE MOVIE NETWORK & MOVIE CENTRAL & CORUS ENTERTAINMENT COMPANY with GERSHA PHILLIPS "P" JULIAN CLARKE A.C.E. C.C.E. "P" MICHAEL DANNA with DAVID HAYMAN with HEATHER ADAMO by PAPER MUSIC "MUSIC CAROLINE FRIELANDER JERRY KEHAN MICHAEL SHEP DOMINIC VANDI with ROBERT BERNACCHI with BERTHOLD MUELLER WOLFGANG MUELLER JORGE PETER SCHAFER and NICOLAS CHARTIER with AMY KAUFMAN with CHRISTINA POVESAN and CELINE RATTAY with ELLIS KRIVAN & LAURISA KONDRACZY with LARISA KONDRACZY

RESTRICTED R DISTURBING VISUAL CONTENT INCLUDING A BRUTAL SERIAL ASSAULT GRAPHIC NOBILITY AND LANGUAGE

[THEWHISTLEBLOWER-MOVIE.COM](http://THEWHISTLEBLOWER-MOVIE.COM)

**1,000+ nonprofits** in the US  
focused on anti-human  
trafficking efforts





**#1 WAY TO CREATE YOUR MOAT:**  
**STRONG BRAND RECOGNITION &**  
**LOYALTY**



TEDx LAPL





missions to  
**MOVEMENTS**  
with Dana Snyder

Episode 142

Dresser's Blythe Hill Unpacks the  
Merger & Acquisition Journey with IJM







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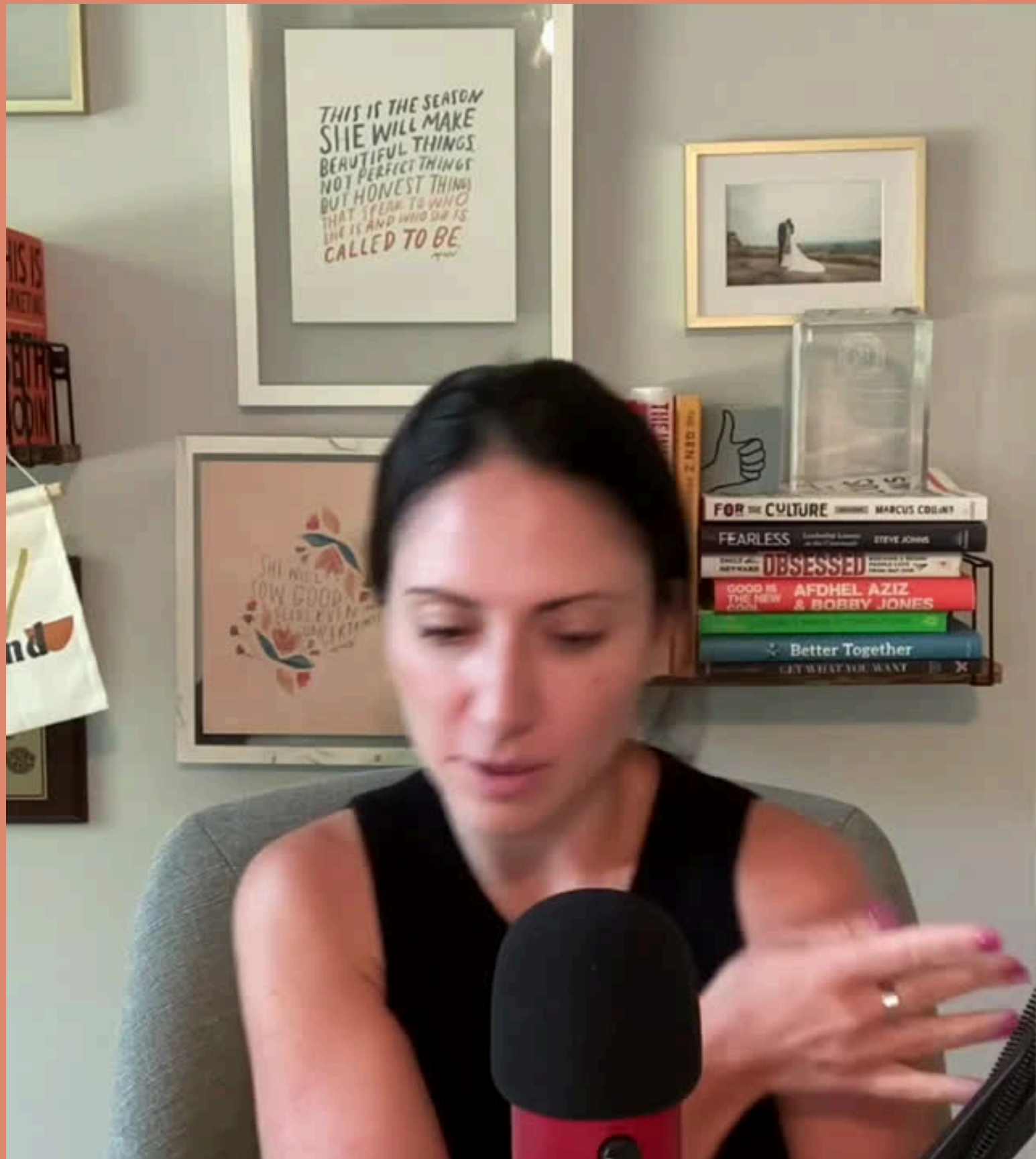
"There is no greater agony  
than bearing an **untold**  
**story** inside you."

-Maya Angelou



Can you relate to Lauren?

Let's listen...



**the magic of storytelling...**

When we hear a story or **SEE ourselves in someone's story** & our bodies produce the hormone oxytocin, and we **instantly start to form a connection** with the person that we're listening to.

**we crave:**

the messy middle

the how

to be seen by others

what  
led me  
here...



2010





# BOOKER HIGH SCHOOL



FIRST WATCH  
THE RESTAURANT GROUP

BREAKFAST • BRUNCH • LUNCH







Students sign their contracts for future



Take Stock in Children of Sarasota County Inc. welcomed 22 new students into their program with a contract signing at the Community Foundation of Sarasota County.

Special coverage at the Jan. 31 event was paid to Thomas Janar T.J. Mills, a Take Stock scholar who died last year.

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May 10, 2012  
Take Stock in Children  
Celebration of Hope



Take Stock scholars at the Jan. 31 contract signing, from left, back row: Belle Scott, Taylor Bellum, Matthew Hollister, Ethan, Jordan Hour and Daniel Hurley; and front, James Adams, Dorena Romero, Alexander Puckahn and Kaye Beauchamp.



10:14 PM 82%

Leaderboard.html Google

Leaderboard: The Giving Partner | March... Take Stock in Children of Sarasota County No... donor-list.xls

March 27-28  
**36-Hour Giving Challenge**  
Where community meets philanthropy

Raised for Local Nonprofits  
**7,379 gifts**  
Totaling \$1,989,014  
[view leaderboard](#)

[Find an organization](#)
[Prizes](#)
[Rules](#)
[FAQs](#)
[The Leaderboard](#)

2012 Giving Partner Leaderboard

Below is a list of organizations participating in The Giving Partner Challenge...

ORGANIZATION	TOTAL GIFTS	AMOUNT RAISED
THE PLAYERS INC	108	\$22,995 🌟🌟
SOUTHEASTERN GUIDE DOGS, INC.	106	\$20,116 🌟
WILDLIFE CENTER OF VENICE INC	105	\$14,720 🌟
TAKE STOCK IN CHILDREN OF SARASOTA COUNTY	95	\$12,782 🌟
SARASOTA ORCHESTRA	94	\$32,650 🌟

- Grant Prizes**
- 🌟 **50/50 Early Bird Challenge:** a grant of \$1,500 for the first 20 nonprofits to get 50 unique donors to donate \$50 or more
  - 🌟 **First Prize:** a grant of \$20,000 to the nonprofit with the highest number of unique donors (1 winner)
  - 🌟 **Second Prize:** a grant of \$15,000 to the nonprofit with the next highest number of unique donors (1 winner)
  - 🌟 **Third thru Fifth:** a grant of \$10,000 to the nonprofits with the 3rd, 4th, and 5th most unique donors (3 winners)











# Google



Search Google or type a URL



WELCOME TO THE NEW YORK MARRIOTT MARQUIS

MARRIOTT  
MARQUIS

MARRIOTT  
MARQUIS

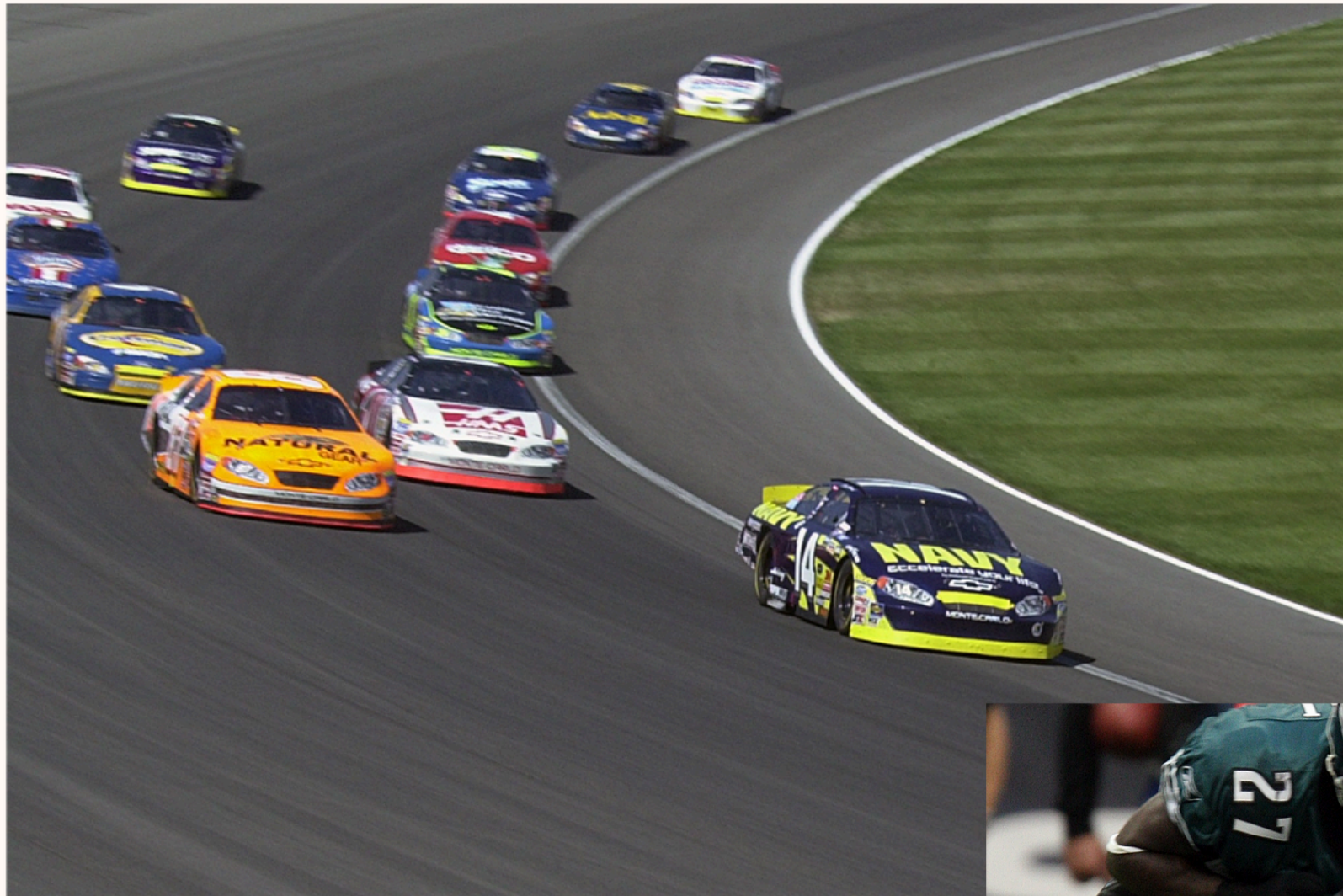
MARRIOTT MARQUIS  
NEW YORK

AMITY

LOTION ALPHA



**1 person**





# Google

 Search Google or type a URL





dkcnews.com

<https://dkcnews.com> ⋮

## DKC - Public Relations Firm - Voted #1 PR Agency in NYC

We are a smart public relations team that brings a unique mix of creativity and business acumen to our clients. Voted #1 PR agency in New York by Observer.

### Careers

Come Join Us · We are always looking for great talent ...

### Clients & Case Studies

We support our clients in a variety of ways from thought leadership ...

### New York Public Relations ...

DKC's New York public relations agency was named the #1 PR ...

### Contact

We would love to hear from you. Please complete the form ...

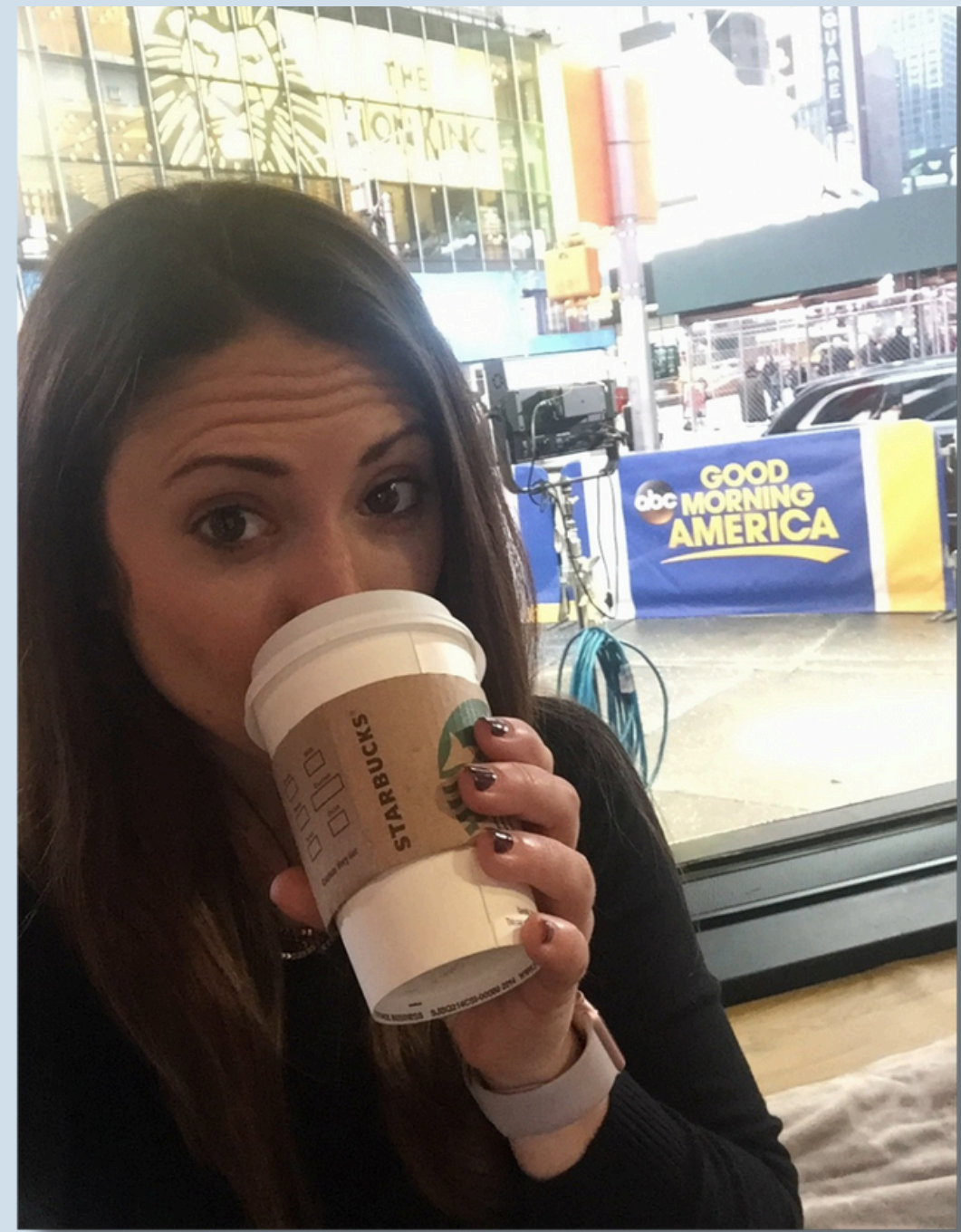
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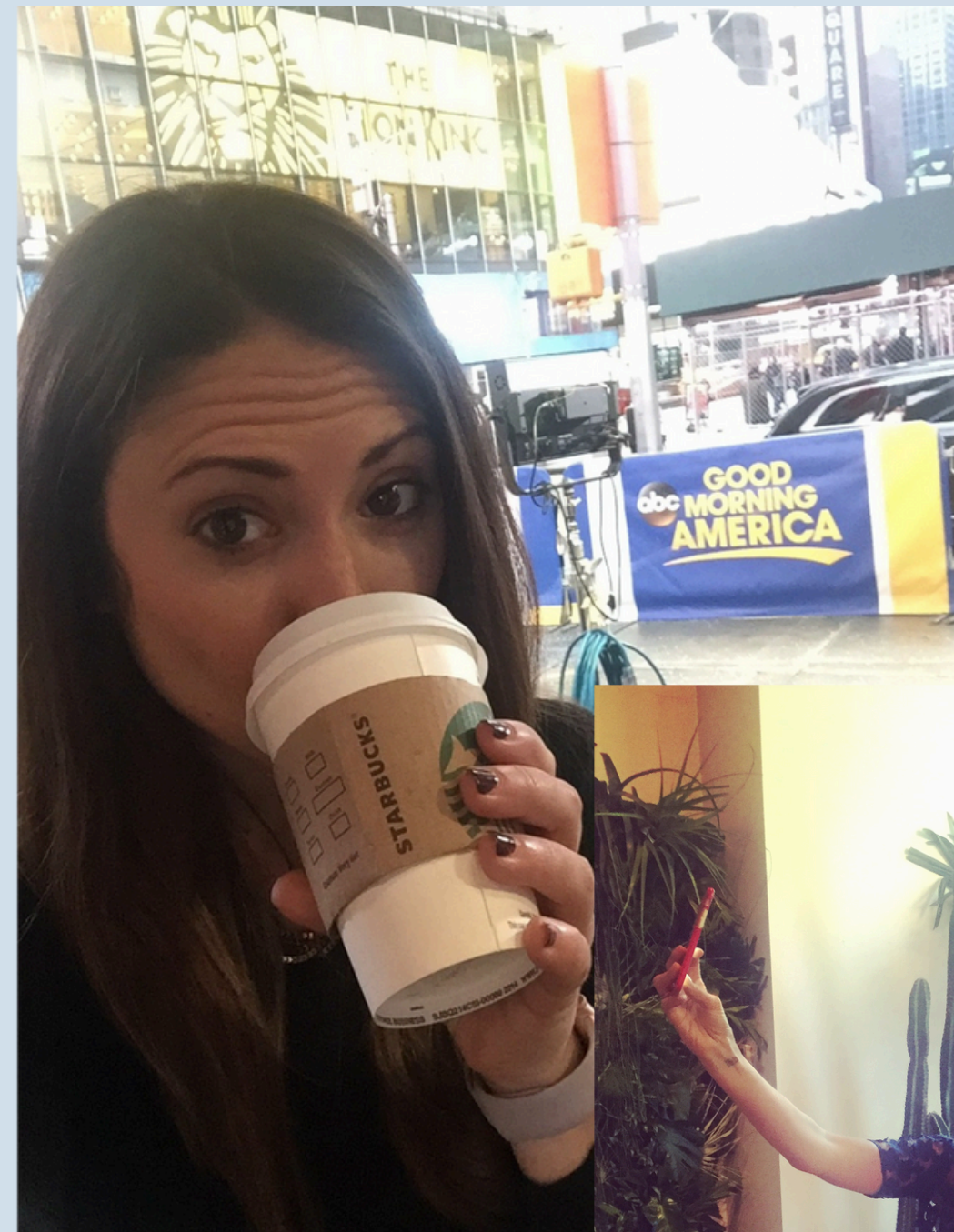












CONFIDENT

2017

≡ **QUA+ION**  
SOCIAL STRATEGY





what led me here...

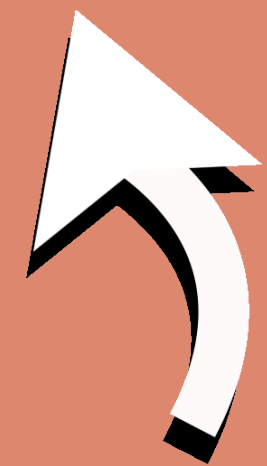
**1 mentor** from Take Stock started my career

**1 boss** gave me a chance

**1 conference** opened my eyes to another opportunity

# A TON of MICRO stories

# A TON of MICRO stories







you have SO many stories

where to start?



## CONTENT BUCKETS TO THINK ABOUT...

- **Teaching through life experiences**

## CONTENT BUCKETS TO THINK ABOUT...

- Teaching through life experiences
- Celebration & challenging moments

## **CONTENT BUCKETS TO THINK ABOUT...**

- **Teaching through life experiences**
- **Celebrations & career accomplishments**
- **Challenges and how you overcame the odds**

let's put this into **practice...**

**what are 3 things you're an  
expert at?**

**write it down**

**An OMG “this is so cool”  
moment...**

**write it down**

**what's ONE story from the  
work you do that's made a  
profound impact on you?**

**write it down**

where should you share  
these stories?



- LinkedIn
- Podcasts
- Stages
- Dinners & Events
- Writing a Book

- **LinkedIn**
- Podcasts
- Stages
- Dinners & Events
- Writing a Book



**Ariana Younai** (She/Her) • 1st

Head of LinkedIn for Nonprofits

3w • Edited • 



64% of surveyed nonprofit professionals agree the people they want to connect with to raise money for their organization are on LinkedIn.

1 BILLION USERS

1 MILLION NONPROFITS

26 MILLION NONPROFIT  
PROFESSIONALS

# UNION SETTLEMENT



Ariana Younai

Head of LinkedIn for Nonprofits



## Ideas for your next post

Answer a question related to your work experience to share what you know. Ideas refresh every Monday and Thursday.

Describe how you  
sought opportunity in a  
challenging situation. ...

[Start a post !\[\]\(3d8c13c92b853674f749aac6fa869926\_img.jpg\)](#)

What are your thoughts  
on the importance of  
taking calculated risks in  
business? ...

[Start a post !\[\]\(96cc62f861fdd6e50510c0224a756dff\_img.jpg\)](#)

What advice would you  
give to someone looking  
to develop their skills in  
your industry? ...

[Start a post !\[\]\(17acf1afa8cdf0b67c53d4865a5ed469\_img.jpg\)](#)



top performing  
**LinkedIn posts**



**Dana Snyder**

Keynote Speaker | Digital Marketer for Nonprofits | Podcast Host of Missions to Movements

[View full profile](#)



**Dana Snyder** (She/Her) · You  
Keynote Speaker | Digital Marketer for Nonprofits | Podcast Host of Mis...  
7mo · 🌐

When I was 28, I made a decision that would change my life.

I was pacing on 28th and 5th in NYC, contemplating if telling my boss I was quitting a perfectly good job to start my own business with no clients was a good idea.

Oh, and I was planning to move across the country to Los Angeles too.

Now, 6 years later...

[Positive Equation](#) turns 6! 🎉

The past few years, I've been incredibly grateful to be an entrepreneur.

From career uncertainty in 2020 to an unexpected fertility journey in 2022, I'm SO grateful to have the flexibility and freedom to be in control of my own destiny.

Have I considered going back to corporate?

1000% more times than I can count.

And who knows, I might be back there again one day for a company I'm passionate about.

But for right now, I wanted to share 6 things I've learned headed into my 6th year in business with you.

**1** Relationships are everything: I know we all technically know this, but proactively focusing on it is something completely different. Spend time getting further than surface-level business conversations.

**2** Just try it: I've launched SO many different things until I figured out what really worked and what I enjoy doing. No one is paying attention to all the "failures" with a microscope, only we care that much...testing is key!



**Dana Snyder**

Keynote Speaker | Digital Marketer for Nonprofits | Podcast Host of Missions to Movements

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I was working NON-STOP. Every waking moment, I was doing something to try and make my business more successful.

NOW:

Mondays: Podcast recordings

Tuesday: Meetings

Wednesday: Working Day

Thursday: Meetings

Friday: Half-Day / Off

I know I still have a lot to learn and love this community here for always inspiring me!

[#businessowner](#) [#founder](#) [#entrepreneur](#)

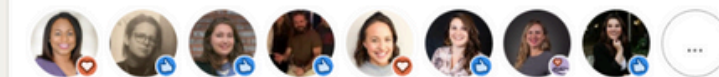
Photo: My 28th birthday and the start of a new beginning :)



Kashima Peters and 199 others

53 comments

Reactions



Like Comment Repost Send

8,652 impressions

[View analytics](#)

**8,652 impressions**  
**200+ reactions**  
**53 comments**



## Dana Snyder

Keynote Speaker | Digital Marketer for Nonprofits | Podcast Host of Missions to Movements

[View full profile](#)



**Dana Snyder** (She/Her) • You

Keynote Speaker | Digital Marketer for Nonprofits | Podcast Host of Mis...  
5mo • 🌐

I had a goal of writing a book during maternity leave...HA! 😂 she thought it was funny too!

As I ease back into work, motherhood has already changed me so much in 2 short months...

📌 I've learned I can do SO many things (eat lunch, do dishes, write an email newsletter) in 20 minutes...because you never know how long nap time is! 😊

📌 I used to always be about the work hustle - needing more. Now, I'm committed to work 2-3 days/week for the next few months to soak up as much newborn time with her as possible. How efficient can I get?? Challenge is on! 😊

📌 I'm now a crier. Dancing with her to a good Buble or Jack Johnson song... WOOF I've lost it! 😭

📌 Having a support group of fellow [#mompreneurs](#) (and Dads!) has been amazing. Thank you for all the tips & support. This is THE most challenging and rewarding job. 🙏

📌 I've been researching how AI can help simplify, automate and scale my business - new Missions to Movements podcast episode coming up on this!

What's coming up?

☀️ My Monthly Giving Mastermind is now accepting applications!! Want a monthly giving program ready for GivingTuesday and year-end?! Learn more: <https://lnkd.in/g/J2BmCH>

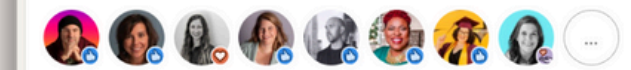
🎉 Lookout for a new social ads masterclass, podcast content...and a book sometime in the near future. 😊



Gregg L. Witt and 141 others

33 comments

### Reactions



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12,172 impressions

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Add a comment...

### Most relevant

**Tim Lockie** (He/Him) • 1st  
Thought Learner | Digital Transformation Trainer | Nonprofit Technolo...

Banana pancakes was my song with my daughter when she was a kid.

Well done on pivoting your expectations.

This is the way.

Support · 3 · Reply · 2 Replies

**Dana Snyder** (She/Her) **Author**  
Keynote Speaker | Digital Marketer for Nonprofits | Podcast H...

Yes!!! Ask Google to play Jack Johnson playlist and idk why but so many of those songs just bring out the tears!

Hope to cross paths again this year. Any events you're attending?

Like · 1 · Reply

**Tim Lockie** (He/Him) • 1st  
Thought Learner | Digital Transformation Trainer | Nonprofit T...

**Dana Snyder** it's so true! Something about Jack Johnson and kidlings is magic.

I hope we cross paths again! I'll be at storytelling, cause camp, and bridge conference.



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Keynote Speaker | Digital Marketer for Nonprofits | Podcast Host of Missions to Movements

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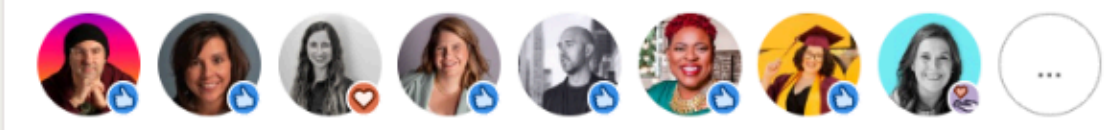
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Reactions



👍 Like    💬 Comment    🔄 Repost    ➦ Send

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Add a comment...

Most relevant ▾

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Thought Learner | Digital Transformation Trainer | Nonprofit Technolo...  
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Support · 🗨️ 3 | Reply · 2 Replies

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Like · 🗨️ 1 | Reply

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**12,172 impressions**  
**140+ reactions**  
**33 comments**



**Dana Snyder** (She/Her) • You

Keynote Speaker | Podcast Host of Missions to Movements | C...

1mo • 🌐



I was in the room with Beyoncé, Jay-Z, Big Sean, and Ariana Grande...

Here's how my convo with Queen Bey went:





**Justin McCord** (He/Him) • 1st

4w ...

Storyteller 📍 | Wild Card 🎴 | B2B Marketer 📈

Wait that's soooo much like my Beckham story!

Celebrate · 📢 2 | Reply · 1 Reply



**William Novelli** (He/Him) • 1st

4w ...

Sr. Client Happiness Manager | Digital Project Manager | Pod...

👏🔥 Great Stuff [Dana Snyder](#) I loved reading this 😊😊

Support · 📢 1 | Reply

Support · 📢 1 | Reply



**Ché Elizaga Castro** (She/Her) • 1st

2w ...

Get people talking & buying with Brand Story | Award-Winnin...

Amazing story, I can totally hear you saying this and I'm so glad Queen Bee said something back! :)

Like | Reply



**Seth Giammanco** (He/Him) • 2nd

4w ...

Supporting growing nonprofits with creative strategy and we...

Great story. What you shared with her was such a nice, down to earth human to human exchange. Seems like a good takeaway to me as well. Be brave and take a chance on just being human. I once was waiting inside a hospital while my expecting wife was visiting her doc. Was sitting at a two person cafe table and Tracy Morgan sat with me for some reason. Started talking about being an expecting dad. Wasn't sure how to respond at first but then just took an internal deep breath and continued the conversation a bit. Spoke for a good 10-15 minutes or so. A casual convo about dad-hood and kids on the way ... casual though he was way funnier and random than I was.

Love · 📢 2 | Reply · 1 Reply



**Dana Snyder** (She/Her) **Author**

4w ...

Keynote Speaker | Podcast Host of Missions to Move...

We're all JUST people. And those moments are so vulnerable and raw, that you just need & want to connect with someone going through the same thing.

Like · 📢 1 | Reply



**William Novelli** (He/Him) • 1st

4w ...

Sr. Client Happiness Manager | Digital Project Manager | Pod...

progress

---

perfection



**Dionna Dorsey** (She/Her) · 1st  
Co-Founder & CEO of The Creative Ladder, Founder...  
3h · 🌐



My heart is so full it's bursting! Last week we hosted our third **The Creative Ladder** Leadership Bootcamp, first ever in LA at the **NeueHouse** in Hollywood. It was such a transformative day filled with authentic, inspiring and \ ...see more



👤 with Ryan Reynolds and 9 others

👍❤️👍 Kaleef Lloyd and 63 others

5 comments · 1 repost



👍 Like

💬 Comment

🔄 Repost

➦ Send





**Dionna Dorsey (She/Her)** · 1st  
Co-Founder & CEO of The Creative Ladder, Founder...  
3h · 🌐

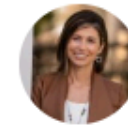


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Kaleef Lloyd and 63 others 5 comments · 1 repost

Like Comment Repost Send



**Carrie Fox (she/her)** (She/Her) · 1st  
Communicator for Good | CEO, Mission Partners | B ...  
2h · 🌐



This is a particularly difficult post, but it may explain why I've been so quiet in recent weeks. As I mourn the passing of my Dad, I've been thinking about the many life lessons he shared with me...and this one felt especially important to share with you. With love, and thank you to all those who have reached out in recent days. My heart is full with gratitude.



The Update from Carrie Fox

[+ Subscribe](#)



**Life Lessons**

Carrie Fox (she/her) on LinkedIn · 2 min read

On the morning of Sunday, October 29, my father, Paul J. Forti, passed away. He lived 74 ye...

Melanie Spring and 15 others

2 comments · 1 repost



**Sarah Buckley** · 2nd  
 Nonprofit Fundraising and Development Profe...  
 4mo · 🌐

+ Follow ...

Yesterday, I officially graduated from Leadership North Fulton after 9 months of learning more about my community, making new friends, and noodling more on how to be better civically engaged. It was exactly what I needed at this phase of my life and career, and I'm so thankful to my classmates for being the best of the best, to the [Greater North Fulton Chamber of Commerce](#) for hosting the program, to [Margaret Shiver](#) for her expert leadership, and to [Jeff Wolfe](#) and [Lalitha Alladi](#) for dedicating their time to guiding us through our more difficult moments. Congrats, fellow cohort members - we nailed it!



👍👍👍 85

14 comments



**Stephen Tessitore** · 2nd  
 Marketing + Sales | SaaS GTM Leader | Data x ...  
 1yr · Edited · 🌐

+ Follow ...

Things I thought I needed to be a great leader:

- Access to top notch Management training
- Professional speaking courses
- An MBA
- A reputation for being tough and getting things done
- A mentoring relationship with my direct leader (so they can teach me everything they know)
- Distance between me and the people my team

Things I actually needed:

- 💡 An identity - a firm grip on my own talents, a rooted stance
  - 👊 Boundaries- a personal constitution and leadership operating principles
  - 🤫 Quiet - a willingness to listen to others
  - 😊 Humility - to stop making it about me so much
- (A therapist - to help me work through my junk)

Everything on the top list is nice everything on the bottom list has been essential.



👍👍👍 58

16 comments · 1 repost





**Dr. Marcus Collins** · 1st  
Marketing Professor | Best-selling Author | Chief Str...



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1w ·

We took the kids to see the Taylor Swift movie last night. Super impressed with the cultural practice on display. First, the theater was packed. By the second song, people descended to the front of the theater to experience the film as if they were at the actual concert. Singing. Dancing. Screaming at the start and finish of each song. They were even exchanging artifacts—bracelets—just like fans were during the tour. They knew what to do without a drum major, without a memo, or any explicit instructions. This is the power of cultural contagion. It's super powerful and super impressive.

[#taylorswift](#) [#culture](#) [#contagion](#) [#swifties](#)



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**Julie Ordoñez** contributed to this collaborative article



## How do you set achievable fundraising goals?

6 expert answers



**Julie Ordoñez** (She/Her) · 1st

Major Gifts Strategy | 2x Individual Giving Revenue in 6 Months | Fundraising C...

Consider setting a BHAG - Big Hairy Audacious Goal - one that feels nearly impossible and see how much more you're able to achieve as a team. Consider 70% of the way there success. See what you're made ...see more

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Share your experience



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Share your experience



**Anna-Bradley Schoenfeld, MNM, EdD** contributed to this collaborative article

## What are the key steps to developing a successful volunteer program in a non-profit organization?

9 expert answers



**Anna-Bradley Schoenfeld, MNM, EdD** (She/Her) · 1st

Account Executive | EdTech | SaaS | B2B Sales

Not only is it essential to celebrate and recognize volunteers that are doing amazing work, but it is also important to support those volunteers that over-committed themselves and fell short by not performing th ...see more

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**Aimee Sproles** · 2nd

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Executive, visionary, strategist, collaborator, chang...  
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Have you secured your seat to celebrate our [Girl Scouts of Western Ohio](#) Changemakers? Join me as my guest in honor of Ann Kim, [Sydney Ramsey](#), [María I. O.](#), [Teri Shirk](#) and [Melanee Wagener](#).

Let's make it possible - together - for every girl in every community to become a community changemaker through the power of the Girl Scout Leadership Experience!

[#girlscouts](#) [#gswochangemakers](#) [#leadership](#)



**Girl Scouts of Western Ohio**

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You're invited! Only a few seats remain at this empowering event. Don't miss your chance to be inspired by our Changemakers who are working every day to make the world a better place. Purchase ...more



**She Leads:**

**A Celebration of**

*Changemakers*

*2024 Awards Celebration*

**Thursday, October 10, 2024**



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Marketing & Communications Manager at Adopt A ...

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Just say "YES" to mentoring with Adopt A Class! Join these Greater Cincinnati leaders in providing career and life skills mentorship to today's students who are tomorrow's leaders.



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We're excited to share that we are expanding into [Bellevue Independent Schools](#), [Hamilton City School District](#), and [Lockland City School District](#) this 2024-2025 school year! 🌟 ...more



Adopt A Class Partners at Wildwood Elementary



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SUPERINTENDENT, MIDDLETOWN CITY SCHOOL DISTRICT



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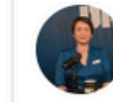
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**Rob Lewis** · 2nd  
National Communications Director at DAV, USMC Veteran  
1mo · 🌐

...

Veteran-owned businesses employ millions of Americans. Yet many veterans are still looking for the path forward to start or grow their own business. Let DAV show you the way...



**Elizabeth DePompei** · 3rd+  
Communications Associate at DAV | Telling stories of A...  
1mo · 🌐

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📣 [#Veterans](#) turned [#entrepreneurs](#): This week is your last chance to apply for the fall cohort of [DAV Patriot Boot Camp](#) in Washington, D.C.! Join our community of founders and mentors dedicated ...more



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3 reposts

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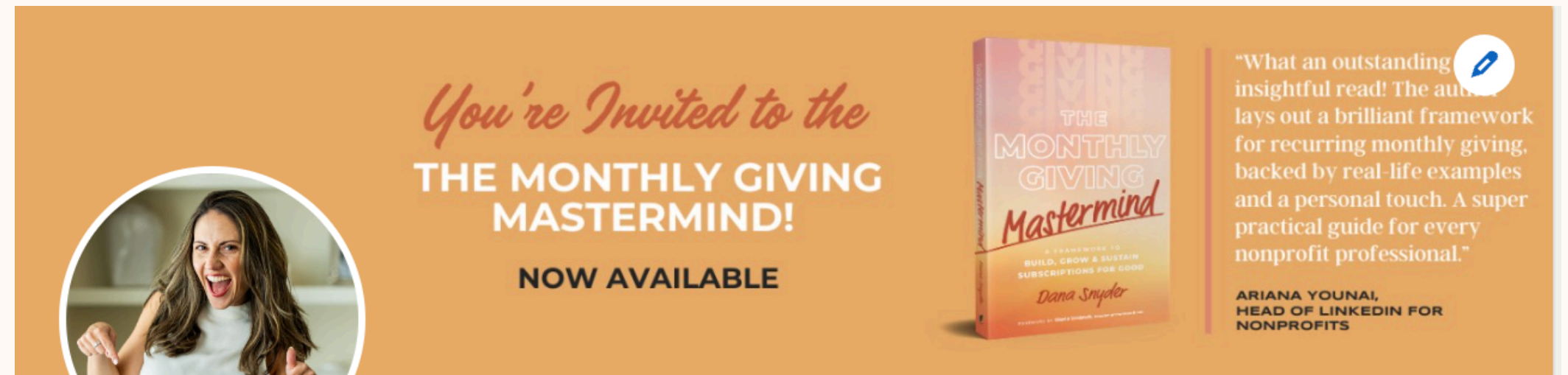
let's get started here!



# LINKEDIN AUDIT

# STEP ONE:

- Banner Image
- Profile Picture
- Bio




*You're Invited to the*  
**THE MONTHLY GIVING  
MASTERMIND!**  
NOW AVAILABLE



**THE MONTHLY GIVING  
Mastermind**  
A FRAMEWORK TO  
BUILD, GROW & SUSTAIN  
SUBSCRIPTIONS FOR GOOD  
Dana Snyder


"What an outstanding  
insightful read! The author  
lays out a brilliant framework  
for recurring monthly giving,  
backed by real-life examples  
and a personal touch. A super  
practical guide for every  
nonprofit professional."


ARIANA YOUNAL,  
HEAD OF LINKEDIN FOR  
NONPROFITS



**Dana Snyder** ✓ (She/Her)  
Speaker, Author, and Host of Missions to Movements Podcast - I  
bring nonprofits together through masterminds to build, grow &  
sustain thriving monthly giving programs!  
Atlanta, Georgia, United States · [Contact info](#)  
[8,914 followers](#) · [500+ connections](#)

 **Positive Equation**

 **University of Central Florida**

5 MINUTES

# STEP TWO:

## • About Section

Tip: Tell ChatGPT that you'd like it's help drafting an SEO-optimized LinkedIn About Me section that highlights x, y & z about you. Provide it with links and the tone you'd like it to use

### About



When you're working for a nonprofit, two elements are crucial for success:

1. A strong digital presence to stay top-of-mind.
2. A sustainable monthly giving program that fuels your mission long-term.

Hi, I'm Dana Snyder.

I specialize in helping nonprofit organizations build and scale effective monthly giving programs that create reliable, recurring support for their causes.

As the creator of the Monthly Giving Mastermind, I unite nonprofit leaders to accelerate their fundraising efforts through strategic collaboration and innovative practices. If you're looking to build or elevate your monthly giving program, this mastermind is designed just for you. (<https://positiveequation.com/mastermind>)

For all monthly giving services, visit: <https://positiveequation.com/monthly-giving>

I'm also the author of "The Monthly Giving Mastermind – A Framework to Build, Grow & Sustain Subscriptions for Good." This comprehensive guide provides nonprofits with actionable strategies, case studies, and insights on establishing and enhancing their monthly giving initiatives.

As a keynote speaker, I deliver impactful presentations at conferences and events, sharing practical insights on how YOU can craft your unique brand narrative, and establish thought leadership that resonates & grows communities of super fans.

Check out my book: <https://positiveequation.com/book>

Tune into my podcast, Missions to Movements: <https://positiveequation.com/podcast>



Follow me here on LinkedIn and send a message to start the conversation or inquire about booking me as a keynote speaker for your next event. <https://positiveequation.com/speaking>

5 MINUTES

# STEP THREE:

- Experience

← Experience +


 **Founder and CEO**   
Positive Equation · Self-employed  
Apr 2017 - Present · 7 yrs 6 mos  
Atlanta, Georgia, United States

Your nonprofit organization is on a mission. You're driven by doing good in this world. By making an impact.



I'm a speaker, author, and podcast host focused on teaching professionals:

- How to craft and establish thought leadership that resonates & grows communities of super fans
- Create sustainable giving models by building monthly giving programs for everyone to become a philanthropist.

Learn more at [www.positiveequation.com](http://www.positiveequation.com)

 **Missions to Movements Podcast**  
A podcast ready to help you enhance your social media strategies, launch a big campaign or just hear some great advice to feel inspired!


---


 **Digital Producer - American Idol**   
Fremantle  
Sep 2018 - May 2019 · 9 mos  
Greater Los Angeles Area


In sunny LA, working for American Idol, I produced and executed digital content for ABC's Season 2 of American Idol. I put my digital marketing expertise to the test as I worked to create and amplify engaging content for television viewers at home.

And that's exactly what happened. We generated more than 3 billion impressions, 1.3 billion video views, and a whopping 1.7 million new followers for American Idol.

Plus, I worked with the talent and celebrity guests to create their custom content that told their unique, authentic stories throughout the season.

 **Top 14 Read "Nice Tweets" - American Idol 2019 on ABC**  
Our Top 14 are feeling the LOVE ❤️ reading NICE TWEETS! 🥰 Watch #AmericanIdol TONIGHT 8|7c and tweet along with your favs ✨ See more of American Idol 2019 on ...

 **Backstage Before The American Idol GRAND FINALE - American Idol on ABC**  
Multistreaming with <https://restream.io/>

 **Top 5 Finalists REACT To Their First Audition - American Idol 2019 - YouTube**

5 MINUTES



What are 3 things you're an expert at?

An OMG "this is so cool" moment....

what's ONE story from the work you do that's made a profound impact on you?



**Dana Snyder** (She/Her) • You

Speaker, Author, and Host of Missions to Movements Podcast - ...

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1w • 🌐

Coincidence or meant to be?

When planning my Sarasota book signing with [Kendra Scott](#), ...more



Cher Hale and 53 others

6 comments



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Coincidence or meant to be?

When planning my Sarasota book signing with [Kendra Scott](#), we jumped on a call and the local Operations Manager said, "Wait, I know you!"

We went to high school and worked at Publix together. 😮 WILD.

Coincidence or meant to be?

My Sarasota book signing was extra special as it doubled as a fundraiser for the organization where my career all started with [Take Stock in Children of Sarasota County](#).

It's a scholarship and mentoring program where each student going through the program is matched with a mentor...

When my first boss (!), [Lisa Bechtold](#) arrived she was shocked to see her mentee working at the store! She had just switched from American Eagle to Kendra Scott and loving it.

Coincidence or meant to be?

Sometimes we don't know why things happen, but I'm learning more than ever life gives you breadcrumbs that you're on the right path. 😊

At these book stops, I love hearing so many people excited to read it and then pass it on to friends. 📖

Order your copy here: <https://lnkd.in/eURGaZHG>



**Jeff Giddens**

President at NextAfter

1w ...

My mother is from Sarasota. First job? Publix cashier. This hits close to home.

Like | Reply



**Helen Quinn** (She/Her) • 1st

Never stop learning, because life never stops teaching.

3mo •



I set a goal this year to overcome a fear and do a podcast.

Six months later, that goal was accomplished. ...more

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Celebrate

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Repost

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I set a goal this year to overcome a fear and do a podcast.

Six months later, that goal was accomplished. ...more



👍👏👤 56

23 comments • 1 repost



**Helen Quinn** (She/Her) • 1st

Never stop learning, because life never stops teaching.

3mo • 🌐



I set a goal this year to overcome a fear and do a podcast.

Six months later, that goal was accomplished.

I was a guest on my friend **Dana Snyder's #MissionsToMovements** podcast to share more about how **The CLEO Institute** is mobilizing the community to take climate action, one dollar at a time, through our RISE giving community (<https://lnkd.in/ebZ8MrZj>). 🌐 I also share a little more about hosting a Jeffersonian Dinner, and some of the things I've seen change in fundraising over the last 18 years!

Thank you for the opportunity **Dana Snyder!** 🙌

Take a listen here: [https://lnkd.in/eA59\\_kHz](https://lnkd.in/eA59_kHz)

**#philanthropy #fundraising #podcast #communityengagement #climateaction**



**Helen Quinn** (She/Her) • 1st

Never stop learning, because life never stops teaching.

3mo • 🌐



I set a goal this year to overcome a fear and do a podcast.

Six months later, that goal was accomplished. ...more

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**Tatianah Green, MSDM**  
Communications and Social Media Manager at Take Stock in Children

3mo ...

I'll be tuning in, Helen! Let's go!!

Like · ❤️ 1 | Reply · 2 Replies



**Helen Quinn** Author

3mo ...

Never stop learning, because life never stops teaching.

Thank you [Tatianah Green, MSDM](#)!! Would love you podcast guru thoughts on this. 🙌

Like · 🗨️ 1 | Reply



**Tatianah Green, MSDM**  
Communications and Social Media Manager at Take Stock in Chi...

3mo ...

[Helen Quinn](#) I thought it was great! Your history with Dana, I'm sure, made it more comfortable as your first guest appearance on a podcast. It was interesting to learn about the Rise initiative as well.

Like · 🗨️ 2 | Reply

Collapse replies



**Olivia Collins**  
VP of Operations & Programs

3mo ...

Did we share this???? Amazing!

Like · 🗨️ 1 | Reply · 1 Reply



**Helen Quinn** Author

2mo ...

Never stop learning, because life never stops teaching.

Thank you, [Olivia Collins](#)! We shared it on our Instagram stories. 🙌

Like | Reply



**Maydee Martinez**  
Civic Leader passionate about Social Impact in South Florida

3mo ...

Love the idea of a facilitated Dinner - this is so wonderful! Congrats on accomplishing your goal! 🙌

Like · ❤️ 2 | Reply · 1 Reply



**Helen Quinn** Author

3mo ...

Never stop learning, because life never stops teaching.

[Maydee Martinez](#) Thank you!! Can't wait for our next lunch meet up!

Like · ❤️ 1 | Reply



**Steve Nudelberg**  
Sharing my experience with those that are ready to get #ontheball...

3mo ...

Yeah!!!

Like · ❤️ 1 | Reply · 1 Reply



**Helen Quinn** Author

3mo ...

Never stop learning, because life never stops teaching.

# Download ChatGPT Fill-In-The-Blank LinkedIn Prompt for 10 Personalized Story Starters





- Create a post on LinkedIn sharing a top takeaway from this event

 **Dana Snyder** (She/Her) · You  
Keynote Speaker | Podcast Host of Missions to Movements | C...  
1mo · 🌐

The best part of conferences is all the selfies I get to take with incredible humans! 😊

Our discussions at dinner revolve around:

- giving everyone access to clean water [charity: water](#)
- the difference of donor behavior in the US vs CA
- how to segment and personalize the donor journey and stewardship

👍👍👍👍

It's an honor working alongside each of you. 💕

[Mallory Erickson](#) [Cameron Bartlett](#) [Tim Kachuriak](#) [Brady Josephson](#)  
[Kaitlyn McDonald](#) [Becca Gust](#) [Matt Hussey](#) [Larry Cardarelli](#) [Leigh Mobley](#) [Justin McCord](#) [Erin Hall](#)



**YOUR TURN!**  
(10-15 minutes)

**You have unique stories of why you're here.**

# cheers to sharing them

Tag me on  
LinkedIn!

