

Featured Workshops

GAME Planning For the Win!

You know you need a strategic approach to communications and marketing, but where to begin? The key to effective communications is getting clear about where you want to go and who can help you get there. This hands-on workshop guides you along the first steps in developing an effective (and fun) communications plan for your organization. From there, we'll explore a wide range of approaches you can explore to engage your audiences and move them to action on behalf of your organization and the issues you care about. You'll leave this session with a working GAME Plan (Goals, Audience, Message, Engagement) that you can put to work immediately to jump-start your communications efforts.

Storytelling for Success

Learn how to leverage the power of stories to inform, persuade, inspire, and engage. Get insight on how to identify, collect and tell stories that inspire deep connections among your donors, volunteers, and others. Find out what makes a good story, which stories to tell, who needs to hear them, and how to tell them so they inspire action in your target audience.

Bios

Renée Alexander

When Renée Alexander hears a good story, her first reaction is to share it with others.

Renée develops and executes customized communications campaigns for cutting-edge clients working on behalf of public transit, public health, and countless other forms of public good. Recent clients include Clif Bar, [San Francisco Bicycle Coalition](#), [Foundation for the National Institutes of Health](#), and the award-winning Family Fun Zone in central Oregon.

Previously, Renée wrote, assigned, and edited local news stories as managing editor of The Source Weekly newspaper in Bend, Oregon before taking a position as editor of one of the web's first online press release distribution services. While at Internet News Bureau, she developed and maintained relationships with foreign partners in seven countries who translated, localized, and distributed press releases in their respective corners of the globe. She has continued to write freelance articles for *Wired*, *Saveur*, and *The Atlantic*, and is a featured blogger for 7X7 magazine in San Francisco.

Renée holds a M.A. in speech communication from UNC-Greensboro and a B.A. in communication arts and psychology from Catawba College in North Carolina. She moved to Bend, Oregon in 1996, where she sustained multiple, self-inflicted mountain biking injuries both on and off the trail before relocating to San Francisco on her 40th birthday. After several months of repeated navigational mishaps involving bikes, trains, and automobiles, she adopted her current mantra: "I'm not lost; I'm just sneaking up on

my destination.” Despite her lack of direction - and in spite of the dengue fever she contracted on her honeymoon - she remains an intrepid traveler. Two years ago, she chased a solar eclipse across the Australian outback, and last September she piloted a tuk-tuk 2000 miles across India.

Ryan Schwartz

Ryan believes that more focused communications can accelerate social change. From his home in Portland, OR he helps non-profits develop strategy, tell their stories, and inspire people to take action for better world.

Ryan is passionate about understanding how the brain makes meaning and applying cognitive science to communications and advocacy. He is honored to have worked with Southern Poverty Law Center, Human Rights Campaign, Bay Area Open Space Council, and Compassion & Choices, among a number of other inspiring organizations. In his spare time, Ryan can be found in Oregon’s rivers, forests, and deserts, or volunteering to help build community among Oregon’s freelancers and entrepreneurs. He’s also always happen to brainstorm solutions over happy hour and help other Oregonians build stronger non-profits and communities.