



## Nonprofit Radio Show Media Kit

### Overview

The Nonprofit Radio Show offers bite-size, practical information to help nonprofits thrive. Based in Washington State, we celebrate the small nonprofits that serve our diverse communities.

### About the Hosts

- **Nancy Bacon** is equal parts nonprofit person and teacher. She has worn every hat possible at a number of small nonprofits in Seattle, Washington. She is an educator and instructional designer who thinks a lot about how to move people to action. Her experiences growing up in a village on Cape Cod and living in Germany and the Philippines help shape her belief in the power of community.
- **Sarah Brooks** is a passionate believer in the superpowers of small nonprofits. A fundraiser and leader in a rural nonprofit in Eastern Washington, Sarah sees so much potential in the grassroots, community-based organizations that tackle so many issues people care about. She's a practical do-er and a relentless cheerleader for anyone brave enough to make a career in a small nonprofit.

We occasionally invite guests to join us.

### Focus Audience

There are approximately 1.5 million nonprofit organizations in the United States. More than 66% of these organizations have budgets of under \$1M. Yet so much of the advice and training provided assumes organizations have large staff and budgets. The Nonprofit Radio Show fits a specific and underserved niche – the diligent multi-taskers making it work at a small nonprofit.

### Why We're Different

- **We don't claim to be experts.** We're practitioners, learning right along with your audience. We're willing to share what's worked (and what hasn't) for us from our more than 60+ collective years in the nonprofit sector. We want to engage with our audience because we know we can learn more together.

- **We keep it real and we keep it practical.** There are lots of resources out there that do an awesome job providing the 30,000-foot vision. We try to bring it down to the few feet right in front of you, with specific tips on where to start and what to do to be a highly functioning nonprofit.
- **We're all about the sunshine.** Rather than focusing on what's wrong, we try to shine a light on what's right and provide some thoughts for how to get even more goodness going. We are amazed by the work being done by the thousands of small nonprofits who achieve so much through tenacity, hard work, and endless commitment to help others. Imagine what is possible when the incredible nonprofits working in our communities have the knowledge and resources they need to thrive!

## Why “Radio Show”

In the old days, radio shows brought together friends and family once a week. Radio shows were something you looked forward to, and we hope that people working in small nonprofits will see our radio show in the same light. As we like to say, if you feel in the dark about how to run a nonprofit, sunshine is on its way.

## Episodes

Recent episodes include:

- Fundraising in Uncertain Times
- Building Financial Strength
- What is your North Star? Finding Strategy
- Working with People: Compassion, Connection, and Culture
- Advocacy: Your Voice a Little Louder
- Events: What do we do now?
- Money: Time for a Six Month Forecast
- Good Programs as a Core Strategy
- Effective Online Meetings

And more... Visit [our episodes page](#) for the latest NRS episodes.

## Quotes

“The Nonprofit Radio Show is a gem, I hope not a well-hidden gem.”

– **Leon Brauner, Ocean Shores Food Bank**

“The Nonprofit Radio Show provides practical advice and relevant information to nonprofit professionals in an engaging way. Nancy and Sarah are incredibly insightful and passionate about the sector!”

– **Garrett Kalt, Idaho Nonprofit Center**

“I appreciate the Nonprofit Radio Show with the hosts’ emphasis on the primacy of relationships in fundraising. Nonprofits – and fundraisers, specifically – can play an important role during this unprecedented time by inviting people to positive, collective action that provides a sense of agency that we desperately need.”

– **Tim Forbes, VP, Soapbox Engage**

## The Practicalities

- Sign up for and listen to our podcast on our website at: [www.nonprofitradioshow.com](http://www.nonprofitradioshow.com)
- You'll also find us on Apple Podcasts and all your favorite podcasting sites.
- We hope to provide a new episode every two weeks (and we just might sneak a few more in there when we have something to say!).
- Our advice is free. There is no such thing as a trade secret when it comes to nonprofit work. The stronger nonprofits are as a whole, the stronger each individual organization will be.

## Images/Logos

Visit [www.nonprofitradioshow.com/mediakit](http://www.nonprofitradioshow.com/mediakit) for high resolution images of our logo and co-hosts.

## Contact Info

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