

# Speaking & Workshops

Meet Julia Reich .....	2
Speaking Topics.....	3
Workshop Experience .....	5
People Say The Nicest Things .....	6

# Meet Julia Reich

*Principal, Stone Soup Creative*

Hi, I'm Julia. For 14 years, I've been helping clients bring to life innovative nonprofit and branding projects at Stone Soup Creative. But *who exactly* is this Julia Reich? Let's take a quick tour of my life and accomplishments...

I'm a writer, blogger and public speaker on branding, marketing and design topics. I'm past President of my Toastmasters club, where I've achieved Advanced Communicator Gold.

Plus, I'm a former environmental educator and hold degrees from Pratt Institute in New York City and Hampshire College in Amherst, MA.

## OVER MY CAREER, I'VE:

- ▶ Participated in NY Designs, a unique design business incubator based in Queens, NYC.
- ▶ Won the 2009 Small Business Award from the Cayuga County NY Chamber of Commerce.
- ▶ Been featured in several design books including *The Big Book of Green Design*, *1000 More Greetings*, *Best of Business Card Design*, and *Recycling & Redesigning Logos*.
- ▶ Been named a "trailblazer whose career embraces the common good" by Catalysta.com.
- ▶ Participated as a mentor for a college student in the AIGA SPARK mentoring program.

## BEFORE ALL OF THIS, I HAD SOME FUN AND UNUSUAL JOBS:

I was a Humane Society pet caretaker, nature camp counselor, smoothie-maker, outreach astronomy teacher for a science museum (using a giant, blow-up, portable planetarium that students crawled into), and an Urban Park Ranger in New York City where I got to wear a Smoky the Bear hat, ride a mountain bike around Central Park, and teach people about the park's nature, history and architecture.



## I'VE MOVED FROM NYC TO A FARMHOUSE, AND FROM THE FINGER LAKES TO THE MIDWEST:

Raised in suburban NJ, I spent most of my 20s and 30s living in Manhattan—then I moved to an 1870s farmhouse in the Finger Lakes region of central NY state. It was beautiful there, but then in late 2013 moved again—to Indiana.

## WHERE TO FIND ME:

When I'm not meeting with clients, revitalizing nonprofit brands, and drinking green tea, I can be found outdoors, exploring woods and fields with my two rescued coonhounds, Rory and UMBER, or catering to the whims of my many cats.

## I HAVE A FOND APPRECIATION FOR:

Dairy Queen Blizzards; documentary films; swing dancing; Settlers of Catan; hiking, cross-country skiing, stand-up paddleboarding; birdwatching; yoga; and having a weekend entirely devoted to being creative in the kitchen.

# Speaking Topics

## 1. Branding for Fundraising Success

You do great work – but with zillions of media outlets, and over 1.5 million nonprofits in the U.S., how do you break through the clutter – so people get to know you, care about what you do, and eventually become donors?

The answer is strong branding. When done successfully, it can help your non-profit build emotional attachment within the community and attract the funding and support you need.

Working together, we'll help you figure out:

- Your positioning – the big unique idea you strive to own in the minds of your target audience;
- Your personality – the feeling you want people to associate w/ your organization; and
- How to tie it all together, consistently and coherently

*Takeaways:*

- Learn what branding is all about
- Learn how a strong, consistent brand can:
  - lead to increased donations
  - attract attention to your organization
  - help donors “get” what you do and why you do it
  - help your organization differentiate itself from others

## 2. Does Your Brand (and Website) Meet Your Mission?

The effectiveness of your nonprofit organization in accomplishing its mission and raising money depends upon the strength of its brand — what people perceive about your organization. How does your organization distinguish itself in a crowded marketplace? Does it have a compelling message, logo, and tagline that appeals to members and donors? How is your brand positioned across different channels, especially online?

*Takeaways:*

- Get actionable advice on how your brand and website can be taken to the next level
- How to position your brand across different channels, including your website, email marketing campaign, and social media
- Several lucky participants can get specific advice tailored to their live site – it's like getting a free website and/or brand evaluation!
- Understand what branding is all about

## 3. Graphic Design for Non-Designers

Learn basic design principles with this guided workshop/webinar. Results: you'll be able to quickly and easily make social media share graphics, flyers, postcards, emails, simple infographics, and other critical forms of visual communications for nonprofits.

### 3. Help! My Logo Sucks!

People are passionate and loyal to brands they feel connected to, and that doesn't just apply to coffee and sneakers, it's relevant to nonprofit brands too. Loyalty leads to increased awareness, participation, and donations. A logo, as the visual representation of your nonprofit brand, is often the first touchpoint your audience will have with your organization. It should make a connection with the viewer by evoking an emotional response.

If you are concerned your logo isn't connecting with your audience like it should, you aren't alone. This article, webinar, or workshop will cover basics of logo design, provide concrete examples of good and bad logos, and practical advice for those willing to make changes.

*Takeaways:*

- Elevate your knowledge of logo design, so you know what makes a good logo and what makes a bad one
- Look at lots of logos, and discuss why they work and why they don't so you can put the theory into practice and have examples you can discuss with others
- Get the ammunition you need to evaluate your logo and intelligently discuss it with your colleagues

### 4. How Do You Know When it's Time to Re-brand?

People are passionate and loyal to brands they feel connected to, and that doesn't just apply to consumer products like coffee and sneakers, it's relevant to nonprofit, foundation, and institution brands too. Loyalty is the holy grail of branding, as it can lead directly to increased awareness, participation, and donations.

However, in spite of your best efforts at getting the message out—from your website, to email, to print communications, to fund raising events—there may come a point when you realize your efforts could be more professional, accurate, resonant, or consistent. Then you know it's time for a re-brand.

Learn how to diagnose how well your agency is communicating and what the branding process entails – via real-life stories of organizations that successfully navigated these murky waters and lived to tell their branding tale. Worksheets provided.

### 5. Not Your Grandmas' Pie Chart: Infographics for the Social Sector

Does your organization have piles of data but doesn't know what to do with it?

Information design can turn that data into understandable visuals, giving your constituents the right information to make choices, learn something new, or engage in a campaign.

This presentation will help your organization or foundation be better positioned to solve the world's problems by offering tips and examples on how to make your infographics clear, compelling and convincing. I'll cover best practices in creating information design using a step-by-step approach. I will also discuss the DIY tools that nonprofits need, and resources to learn more.

*Takeaways:*

- How infographics can aid in communication and activism around social change
- How to make a good infographic
- How infographics can boost your SEO

# Workshop Experience

Julia has presented workshops and webinars catering to nonprofit leaders and communicators for many organizations and institutions, including:

**AccelaWork** Indianapolis, IN

**Alternatives Federal Credit Union** Ithaca, NY

**Association of Fundraising Professionals** Ithaca, NY

**ComMA (Community Foundations Connected)** [commaconnect.org](http://commaconnect.org)

**Council Business Solutions** Indianapolis, IN

**Finger Lakes Culinary Bounty** Ithaca, NY

**Human Service Coalition of Tompkins County** Ithaca, NY

**Ignite Ithaca** Ithaca, NY (<http://www.youtube.com/watch?v=cgqckbIGAEU>)

**New Organizing Institute** Washington, DC

**NonprofitMarketingGuide.com**

**Philanthropy Ohio** Columbus, Ohio

**Stardust Entrepreneurial Institute** Auburn, NY



(left to right) Julia Reich presenting for:

Council Business Solutions • Lunch n' Learn • Indianapolis, IN • May 2014

Studio B • Behance Portfolio Review • Indianapolis, IN • April 2014

New Organizing Institute • Graphic Design Training • Washington, DC • April 2014

# People Say The Nicest Things!

Testimonials From Workshop & Webinar Attendees

"It was the best hour of design advice I've seen!"

"Super organized, informative, well-presented and useful information."

"Julia did a superb job of helping attendees understand the connections between the ways the world perceives their organizations and the way they see themselves. Her obvious understanding of the non-profit community put her teaching on a solid base and created a comfort for her listeners."

— Scott Heyman, Executive Director, Human Services Coalition

"Lots of good, concise ideas as well as a good spirit of constructive criticism."

"You had terrific command of your topic and everything flowed smoothly from start to finish."

"Thank you so much for the webinar- it was amazing. All of the feedback we have received so far has been fantastic. They loved the content, the way you presented and the resources they were given to dig deeper." — Tiffani Gottlieb, Regional Director, Programs, Philanthropy Ohio

"Honest and engaging - not just a surface or superficial review of what we all already know."