

# NONPROFIT SEMINAR

CENTER FOR  
NONPROFIT STRATEGY  
AND MANAGEMENT

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## New Communication Strategies for Nonprofits

Tuesday April 8, 2014  
4:00PM-6:00PM

### BIOGRAPHIES

#### **Ryan J. Davis**

**Vice President, Vocativ (<http://www.vocativ.com/>)**

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Ryan J. Davis is the Vice President of Community at the new media start-up Vocativ. He's the former Director of Social Media at Blue State Digital, where he worked with over sixty clients across nearly every vertical on digital strategy. Ryan was a co-founder and digital director of the award-winning equality campaign The Four 2012. He is most proud of his time spent on the internet team during Howard Dean's 2004 Presidential Campaign. Ryan can be seen speaking at conferences and universities around the world and he tweets often at @RyanNewYork.

#### **Sarah Durham**

**President, Big Duck (<http://www.bigducknyc.com/>)**

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[Sarah Durham](#) started [Big Duck](#) in 1994 to help nonprofits increase their visibility, raise money, and achieve their missions. Today, Big Duck is the leading communications firm that works exclusively with nonprofits to help them raise money, recruit, and build awareness. Clients include local, regional, national, and international organizations.

Sarah is a total nonprofit communications nerd. She was named a top fundraiser under 40 by *Fundraising Success* Magazine in 2006, and one of the most influential women in technology by *Fast Company* magazine in 2010.

The author of *Brandraising: How Nonprofits Raise Visibility and Money Through Smart*

*Communications* (Jossey-Bass/Wiley, 2010), Sarah teaches aspiring nonprofit communications geeks at NYU's Wagner School (where she is an adjunct faculty member). She serves on the boards of the National Brain Tumor Society and the New York Chapter of the Association of Fundraising Professionals (AFP). She regularly gives workshops and webinars to anyone who'll listen.

**Anat Gerstein,**  
**President at Anat Gerstein, Inc. (<http://anatgerstein.com/>)**

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Anat Gerstein started her eponymously named firm in 2010 after years of seeing first-hand the support nonprofits need to effectively tell their story. Prior to starting the business, Anat served as chief of staff and press secretary to New York City Public Advocate Betsy Gotbaum, provided public relations services to top healthcare companies, including Eli Lilly and Cigna, developed effective communications materials for social service and other non-profits, and promoted political candidates at the state and local level. She began her career nearly 20 years ago in the advertising sector, working on consumer brands such as Vicks and Crest.

**Josh Riman,**  
**Founder of Great Believer (<http://greatbeliever.us/>)**

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Josh Riman is the Founder and President of Great Believer, a Brooklyn-based branding agency. Great Believer creates logos, websites and other forms of branding for a variety of nonprofits – from an AIDS awareness organization in South Africa to a strawberry festival in Tennessee. Prior to launching Great Believer, Josh spent nearly a decade in the advertising world, working with such clients as OREO, JetBlue and Nikon.

**Michael Sabat,**  
**Vice President, Mobile Commons (<http://www.mobilecommons.com/>)**

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Michael has been working at Mobile Commons, helping organizations develop and launch their mobile communication strategies for nearly 6 years. He's worked at many levels at the company - Community Manager, Director of Accounts, Sales and VP of Business Development. Over the years he's worked on ground-breaking mobile campaigns and leaders in the industry like Do Something, Reform Immigration for America, NYC Department of Health, Share our Strength, the Humane Society of the US and HRC.

**Don Waisanen**  
**Associate Professor, Baruch College, School of Public Affairs**

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Don Waisanen is an assistant professor of communication in the Baruch College School of Public Affairs, where he teaches courses and workshops in public communication—including

advanced speech training, campaign and advocacy strategies, media analysis, and special topics seminars on leadership and humor. All his research projects seek to understand how communication works to promote or hinder ethical and effective discourse and the force of citizens' voices in public life. Before entering academia, Don was a Coro Fellow in Public Affairs, and worked in broadcast journalism, as a speechwriter, and on political campaigns. He has conducted communication strategy for various domestic and transnational projects, and serves on the board of the Resilience Advocacy Project, a nonprofit helping youth transition out of poverty. He writes for The Huffington Post, and has long enjoyed and been informed in his professional work by involvement in the performing arts, particularly improvisational comedy. He received a Ph.D. in Communication from the University of Southern California.