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## The Sheltered Guide 2/27/20

When thinking big picture about the marketing strategy for your agency, there are a couple different philosophies you can use. Regardless of the tactics, one common theme is goal setting and coming up with metrics in order to know if you've met your goals.

This article, [How Relationship Marketing Builds Dedicated Champions for Your Nonprofit](#), takes the philosophy of building out your marketing strategy and measuring success based on the strategic relationships developed.

From a different perspective, [Your Guide to Content Marketing for Nonprofits](#) is a webinar that talks about how to build the foundations of your marketing strategy based on the content you create and goals for that content.



We have a new Membership Coordinator!

**Kendyl Berger** is joining the NTSA team and is here to support you as a member.

Please feel free to reach out to her with any questions you have, or even just email her to say hello! She's very excited to build relationships with every member and be a resource to our Alliance community. If you are going to the [Sheltered 2020 Conference](#), Kendyl will be there and would love an opportunity to meet you in person!

If you want to reach out to Kendyl, please email [KBerger@shelteredalliance.org](mailto:KBerger@shelteredalliance.org).

### Kendyl's Background

Before joining NTSA, her career has involved supporting national and international nonprofits throughout the U.S. with their fundraising campaigns and special events.

Through her personal and professional experiences supporting development programs in Russia, Swaziland, and Latin America, Kendyl has witnessed testimonies from survivors of extreme poverty and exploitation. Holistically empowering nonprofits to expand their impact in the lives of those most vulnerable is what drives her to serve others.

Kendyl received her bachelor's degree from Loyola University Chicago in International Studies with minors in Latin American Studies and Spanish Language. She is also pursuing the PATH International certificate for Equine Specialist in Mental Health.

# SHELTERED

## Conference 2020



Sheltered 2020 is filling up! We have added a second room block, if you haven't registered or booked your room, now is the time!

To check our room blocks, here are the links:

[Hilton Garden Inn Louisville Northeast](#)

[Drury Inn & Suites Louisville North](#)

[Register Now](#)



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