



YWCA
C A N A D A

NATIONAL ADVOCACY.
COMMUNITY ACTION.
UNE VOIX NATIONALE.
DES ACTIONS LOCALES.



LEADERSHIP &
LEARNING HUB

5 WAYS TO MAKE YOUR WORK MORE VISIBLE

September 16, 1:00-2:00 P.M EDT

Click the following link to register:

<https://bit.ly/3k17pxW>

Why should non-profits invest in multimedia content creation?

Storytelling through multimedia is a meaningful way to boost visibility, especially in a sector where the work is not often seen. We all know that video production and graphic design can cost a pretty penny, however, there are many affordable and easy-to-use resources available to create high quality content within a budget. Join us for a workshop on how to utilize user-friendly multimedia software to enhance your organization's visibility within your community.

Learning Outcomes:

1. To understand the benefits of multimedia creation in the nonprofit sector
2. To learn about affordable and accessible software
3. To gain access to free multimedia training programs



Natasha Stephens

Project Coordinator, YWCA Canada

Natasha Stephens

Natasha is a corporate communications professional, relationship builder, event coordinator, and digital media content creator.

Natasha has experience in the corporate and nonprofit sectors in Toronto and Vancouver. As marketing manager with a donor relations firm/fundraising firm, she led her team to raise over \$12,000 weekly for national and international organizations such as Sick Kids Foundation and UNICEF. As a projects coordinator at YWCA Canada, Natasha pulls from her project management, stakeholder relations, and content creation background to support a range of YWCA projects, initiatives, and training. She supports YWCA strategic communications goals through the development of multimedia products including reports, web pages, videos, promotional posters, and social media posts. Natasha thrives on relationship building and is active in forwarding the anti-Black racism leadership work within the Movement.

Natasha is also the Co-Founder and Communications Director for CreativeOptic, an online creative media house, and publication inspired by travel, technology, music, and visual storytelling.