

## Some Experience

### *Non-profit*

From 1988-1997, I was Executive Director of American Professional Society on the Abuse of Children (APSAC).

From 1999-2002, I was President of the Board of the Chicago Children's Advocacy Center.

From 1990 to the present, I have served on Boards, consulted on strategic planning and Board development, run staff and Board retreats, and presented workshops on non-profit organizational development in Eastern Europe.

### *Writing*

I earned my PhD in English from the University of Chicago, with a full academic scholarship.

While some academics don't know how to write a clear sentence, I am known for my ability to see the main points of complex issues and state them in ways everyone can understand.

If you can't move hearts and minds, what's the point of writing?

That was my message as a university instructor of writing, and my credo as an Executive Editor, Managing Editor, named contributing editor, Associate Editor, and as the author of articles, letters, speeches, brochures, and fact sheets.

Get some weight off your shoulders.

Delegate well.

Call me, e-mail me, or contact me via my website, where you can also view samples of my work:

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## Some Fans

*Having powerful ideas is one skill. Being able to convey these ideas to others in writing requires additional talents. Theresa Reid has both, and knows how to put them to work.*

Warren Grienberger, JD, retired attorney, Chicago

*Theresa Reid has the uncanny ability to take a concept -- even one that is technical and complex -- and present it in a manner that her audience can easily grasp.*

Erin Sorenson, MA, Executive Director, Chicago Children's Advocacy Center

*It's amazing how skillfully Theresa Reid can illuminate the essence of an argument to educate her readers. With strategic and analytical skill, she cuts to the chase every time.*

Harry Short, Controller, The Northern Trust Corp., Chicago

*Theresa Reid knows the not-for-profit sector inside and out. No one is better qualified than she is to advise on communications management in non-profit agencies.*

Deborah Daro, PhD, Researcher, Chapin Hall Center for Children, University of Chicago

*In the 30+ years that I've dealt with non-profit organizations I've met no one who can match Theresa Reid's ability, energy, commitment, and knowledge.*

Mary Kehoe Griffin, retired Chief of Staff, Cook County Board, Cook County, Illinois

*I have worked in the non-profit sector for many years, and rarely have I seen anyone with Theresa Reid's combination of talents. If she can't get the job done, nobody can.*

Diane Geraghty, JD, Dean, Loyola University School of Law, Chicago

What do successful business leaders have that non-profit leaders lack?



Expert help with communications.

Theresa Reid, PhD

Helping non-profits thrive through strategic communications.

## Your Needs

You are running a non-profit organization, or an important piece of one. To keep your organization strong – perhaps even alive – you have to get the attention of donors, clients, policymakers, and supporters. You need a clear, persuasive message that beams through the blizzard of words from other good causes. But you don't have the staff or the time to develop the tools you need.

### Call me.

Those of us working in the non-profit sector are usually there because we're passionate about the mission. But that very passion can get us into trouble. Reaching for the stars is great – in fact, it's necessary. But when we start to feel our arms dislodging from their sockets, it's time to reach for more help with our jobs.

As an independent writer with deep knowledge of the non-profit sector, I can take a critical piece of that work off your plate and allow you to sit down and relax for a change, comfortable in the knowledge that you have delegated extremely well.

### Call me.



Theresa Reid, PhD  
theresa@reidwriting.com

## My Skills

With more than fifteen years of experience running non-profit organizations – as staff and as Board – and a PhD in English, I can help you enhance your ability to communicate with key people both inside and outside your office so that the awareness and support you need come flowing in.

Whether you need a complete communications overhaul, or just a few pieces to be written or revised, I can help.

If your outreach is in a shambles, I can sit down with you to do a "communications audit," examining the communications efforts you are undertaking now, and how they are working for you.

I can work with you to create a comprehensive communications plan, analyzing the audiences that need to be reached and strategizing the best methods for reaching them.

And I can develop, write, or revise the individual pieces you need to get your message across to the people you need to reach, including (but not limited to):

speeches	brochures
policy memos	grants
letters	web content
op-eds	video scripts
newsletters	annual reports
employee manuals	training materials

## Our Process

I guarantee that my work for you will be on time, on budget, and on the mark.

Here's how: In our first conversation, you will tell me what you need, and I will ask you to send me all written materials that are pertinent to the current project. The initial consultation and estimate are free.

If we decide to work together, we will sign an agreement specifying the project's scope, timeline, and payment schedule.

If you need graphic design as well as writing assistance, I can put you in touch with a designer in whom I have great confidence. If you choose to use her, we will work as a team to get just the right look for your project.

I will use, as needed, your written materials, independent research, interviews, and meetings to gather information to nail the first draft. I will make revisions in consultation with you until we're both happy.

When the project is over, you will have the focused, persuasive writing you need.

And I will have the satisfaction of having helped another non-profit thrive.



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