



MARKETING MISSION  
**SPEAKING KIT**



HELLO!

# SO NICE TO MEET YOU

Hi there!

I'm Cody Hays, the founder of Marketing Mission. Here's a quick, handy recap of what I do (and who for!)

Here's a quick, handy recap of what I do (and who for!)

- I work in nonprofit marketing.
- I'm most known for maximizing nonprofits' marketing and streamlining their time.
- The folks I can help the most are nonprofit fundraisers, founders, and executive directors.
- They typically struggle with being overworked and overwhelmed with how they're spending their time.
- I speak about burnout recovery to help audiences reclaim their time so they can do more of what they love.
- My most valuable solution for that is the Your Mission is You keynote - where I speak about burnout recovery to help audiences reclaim their time so they can do more of what they love.

I have spoken at events and in online educational content with Flodesk, Givebutter, DECA Western Regional Leadership Conference, Alabama Department of Education, and Future Business Leaders of America.

Thanks for considering me!



*cody hays*

**Executive Director**

**NONPROFIT  
ADVISOR**

 [@marketingmissionorg](https://www.instagram.com/marketingmissionorg)

 [hello@marketingmission.org](mailto:hello@marketingmission.org)

 [marketingmission.org](https://marketingmission.org)

**MARKETING MISSION**

## SIGNATURE KEYNOTE

# YOUR MISSION IS YOU

How do you bounce back from burnout as a nonprofit professional? Oof, that's the question isn't it?

Most of the time, we are so busy taking care of everyone and everything else that when we experience burnout, we don't even realize it until it's too late. And then we're stuck in this place of feeling exhausted, unfulfilled, and maybe even a little resentful.

What if the answer to bouncing back from burnout actually lies within you? That's right, **YOU** are the only one who can fix this. And it starts with understanding that **your mission is YOU.**

Your mission is not to save the world. Your mission is not to end poverty or homelessness. Your mission is not to find a cure for cancer. Your mission is simply to be the best version of yourself that you can be.

When you focus on your own personal mission, everything else falls into place. You become more efficient in your work. You attract better relationships. You actually make an impact. And most importantly, you start to feel happier and more fulfilled.

So how do you figure out what your personal mission is? This keynote will show you how.

Cody's keynote is based on his own experience with burnout and what he's learned from working with hundreds of nonprofit professionals. He weaves together research, stories, and practical tips to show you how to find your personal mission and use it as a guide in your work and life.

This keynote is perfect for:

- Nonprofit professionals who are feeling burned out or unfulfilled
- People who want to learn how to focus on their personal mission
- Anyone who wants to feel happier and more fulfilled in their work and life

If you're ready to get off the burnout hamster wheel and start living and working with purpose, then this keynote is for you.

## WORKSHOP - SOCIAL MEDIA

# MAXIMIZE YOUR MARKETING WITH CANVA FOR NONPROFITS

Unleash your creativity with Canva! In this workshop, discover the amazing features of Canva and how to maximize your marketing. From understanding the Canva workspace to mastering time-saving strategies for crafting unparalleled social media content and other marketing materials, you can become a Canva pro in no time.

In this workshop, we will help you:

1. Apply for Canva Pro for Nonprofits
2. Create Canva Accounts for Your Team Members (if needed).
3. Set up Canva Folders
4. Set Up Your Canva Brand Kit
5. Customize Brand Templates



This workshop is focused on teaching YOU amazing Canva features to maximize your marketing. Learn the basics of Canva, from understanding the Canva workspace and time-saving features for creating high-impact social media graphics, marketing materials, and more. By the end of this workshop, you'll be ready to use Canva like a pro! Register now for this free workshop





WORKSHOP - CONTENT PLANNING

# CO-WORKING SESH: PLAN YOUR NONPROFIT'S NEXT 90 DAYS OF CONTENT

Are you ready to streamline your marketing & reclaim control of your time? As busy nonprofit leaders, you understand the importance of marketing to grow your organization. Actually executing on it, though... well, that can be a different story.

In this workshop, we will teach you how to map out your content for the next 90 days.

1. We'll start by reviewing what a content calendar is and why it's important
2. Then, we'll dive into creating your content calendar

At the end of this short training, not only will you have a marketing strategy for the next 90 days, you'll also have a time-saving tool to go back to again and again.

Let's dive into planning your next 90 days of marketing content.



## BIOGRAPHY

# CODY HAYS

Cody Hays is a nonprofit marketing expert with a 5-year track record of helping nonprofits build online relationships with donors. Driven by equity, Hays's work with Marketing Mission has helped nonprofits raise more than \$8 million dollars to advance social change.

Hays has spent his entire career in the digital communications industry, working with such organizations as the Legal Foundation of Washington, Children of Armenia Fund, Alabama Department of Education, Northern Arizona University, and Reading Partners Seattle.

His work has been recognized by RivalIQ and Givebutter for exceptional digital campaigns, including ranking #1 for social media engagement and a nomination for Campaign of the Year.

Hays has led workshops and participated in panel discussions related to marketing and communications for nonprofits at the DECA Western Regional Leadership Conference, for the Legal Foundation of Washington, and for the Future Business Leaders of America.

Hays holds a master's degree in Mass Communication and Digital Strategy from the University of Florida and a bachelor's degree in education from Northern Arizona University.

He is open to opportunities to speak or write about nonprofit communications and marketing, nonprofit fundraising campaigns, virtual events, and life as a nonprofit startup founder.





**THANK YOU**

*Marketing  
Mission*