

JOHN WEIL

PRO BONO CONSULTANT

CITY: BAY AREA
FIELD: MARKETING
PROJECTS: SEVEN



In college, John Weil was an English major who realized that even though he loved to write, he wasn't going to be the next Hemingway. After graduation, he decided to go into marketing, and we are so glad he did. "Having worked for over 25 years as a Creative Director at companies including McCann-Erickson, Grey Advertising and eBay, the experience John has brought has been invaluable."

DID YOU KNOW?

John is a published writer! He has a novel and a travel book published. He is currently finishing up a screenplay.

John is also an avid sailor.

Knowing John's dedication to public service, a friend suggested that he look into Taproot. Doing pro bono work was familiar to John, and he thought it seemed like a good way to transition into retirement, while allowing him to stay connected to the career he loved. Now working on his seventh project, he says that working with Taproot has allowed him to expand his network and experience. As John put it, "Marketing changes every five minutes. Working with different people has kept me up to date with what's going on in marketing."

It's also been a change of pace from his regular day job. "In advertising, you're under daily and weekly pressure to produce. The thing about volunteering is that you just can't work on a schedule like that," said John. He added that he found nonprofits are often a lot more democratic than corporations so a lot more people have a voice in the decisions, shifting the schedule and the required approach. Despite the longer timeframe, John said he likes that the decision isn't just made by one person, but rather, by multiple people.

JOHN'S PROJECTS:
KEY MESSAGES & BRAND STRATEGY (5)
BROCHURE
WEBSITE

**GOLDEN GATE NATIONAL PARKS
CONSERVANCY (2)**
THE JEWISH THEATRE SAN FRANCISCO
JVS
MERITUS COLLEGE FUND
ZERO BREAST CANCER
CROWDEN MUSIC CEDNTER

Thank you
for making
it matter,
John!

taproot
FOUNDATION

JOHN'S PRO BONO POINTERS

ADVICE FROM THE FIELD

I hope you're able to take compliments. Taproot clients are so grateful. I have a closet full of cups and sweatshirts the clients gave us!

Even though it's a volunteer job, we're professionals and we have deadlines. If you're too busy, think twice before committing to the project.

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