

LINDA SILVERSTEIN

PRO BONO CONSULTANT



CITY: WASHINGTON, DC
FIELD: OUTREACH AND MARKETING
PROJECTS: SIX

Linda could easily handle any role given her organized nature and ability to interact well with teams.

Linda Silverstein has been helping others for years. She began her career as a social worker and started volunteering for Taproot in 2008 as a way to stay close to the nonprofit world for which she has a strong passion. With 15 years of marketing and communications experience, she adds both creativity and an eye for detail to all of her projects. Linda's great energy motivates teams to create excellent products that help her nonprofit clients increase their capacity so as to achieve their mission.

LINDA'S PROJECTS:
ADVANCED WEBSITE (2),
BASIC WEBSITE,
ANNUAL REPORT (2),
BROCHURE

AYUDA
FACILITATING LEADERSHIP IN YOUTH, INC.
SITAR ARTS CENTER
COMMUNITY LEGAL SERVICES OF PRINCE
GEORGE'S COUNTY, INC.
MAKE-A-WISH FOUNDATION OF THE MID-ATLANTIC
ACTIVE MINDS, INC.

Linda never expected to complete six projects, but as she said, she "couldn't resist reading the latest round of grantees and feeling a special connection to them each time." She continues to take on new projects because she finds the experience of helping a nonprofit move forward and build its capabilities very rewarding.

She has also found that volunteering with Taproot has allowed her to develop her skills and establish new relationships. Linda recommends Taproot because she thinks becoming a pro bono consultant is a great way to keep your skills fresh, give back professionally, network with others, and make meaningful connections.

LINDA'S PRO BONO POINTERS

ADVICE FROM THE FIELD

Staff a diverse team to allow newer pro bono consultants to quickly join a project and enable people to strengthen new skills.

Expect the unexpected.

Convey to the nonprofit and project teams that the goal is to build the organization's capacity and enable everyone to learn from the experience.

Did You Know?

Linda started the first community listserv, entrepreneurs club, and social impact club in her town of Olney.

Linda was selected to receive one of Taproot Washington's first leadership awards and was invited to join Taproot's first Account Director Advisory Board.

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**Thank you
for making
it matter,
Linda!**

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