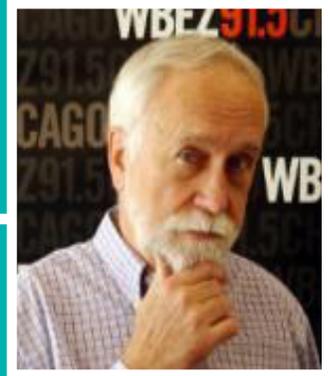


# STEVE NELSON

## PRO BONO CONSULTANT

**CITY: CHICAGO**  
**FIELD: MARKETING**  
**PROJECTS: THREE**



**“I was thrust into an organization with an incredible staff, full of devotion.  
If that doesn’t make you a better person, I don’t know what does.”**

For a man with more than two decades of experience leading advertising departments and agencies, as well as 16 years in media sales, Steve Nelson is particularly modest. Observing that everybody he works with is “amazingly creative and wonderful,” Steve calls himself the least qualified Taproot consultant he’s met. But we’re not fooled: Steve has been leading Taproot Service Grants to success since 2010. After experiencing the keen leadership and creative edge of Steve’s first project, one board member wrote, “We were very impressed with this team’s ability to listen to what we were trying to say and come back with an end product that truly represented who we are and exactly what we were attempting to communicate.” So though Steve may be modest, his work speaks for itself and we’re happy to sing his praises.

**STEVE’S PROJECTS:  
KEY MESSAGES AND  
BRAND STRATEGY,  
NAMING AND VISUAL  
IDENTITY**

**COMMUNITY SUPPORT SERVICES  
SEGUIN SERVICES INC  
CENTRO DE SALUD ESPERANZA**

The type of guy who will find change in his pocket for any stranger who asks, Steve also thinks that “business people need to know that there are far more valid forms of need that are structured and professional.” Enter Taproot, where the orderly process is sustainable, emotionally fulfilling, and, as Steve says, “humbling beyond belief. Everyone is so appreciative of the work we do.” He enjoys the challenge and opportunity of working in a collaborative setting, where “everyone is rolling in the same direction.” In fact, Steve says the nonprofit sphere is a world with a different value system than the for-profit sector: “It exposes the kinder, gentler world that you so rarely see today.”

## STEVE’S PRO BONO POINTERS

### ADVICE FROM THE FIELD

Get to know your LinkedIn networks in advance to help you prepare for staffing. Consultants and Account Directors that keep each other in mind for roles and projects will be ahead of the game, as will consultants that get to know their potential team members.

Every project is different. Keep your eyes on the prize. You’ll need to check off all the blueprint boxes, but not necessarily in the same order or timetable.

### Did You Know?

Steve helps nonprofit organizations craft their Taproot Service Grant applications.  
Steve helps manage Taproot’s local Chicago LinkedIn Group.

[WWW.TAPROOTFOUNDATION.ORG](http://WWW.TAPROOTFOUNDATION.ORG)

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

**taproot**  
FOUNDATION