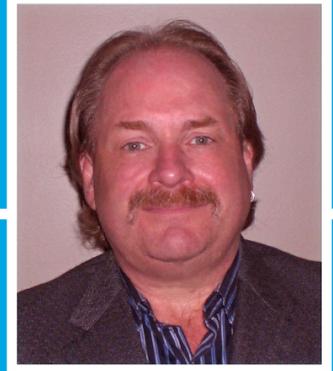


BILL CARLSON

PRO BONO CONSULTANT



CITY: CHICAGO
FIELD: MARKETING
PROJECTS: FOUR

**“ I'M NOT A SOCIAL WORKER, OR A DRUG COUNSELOR.
I CAN'T DO WHAT THEY DO;
BUT I CAN HELP THEM DO IT. ”**

As a marketing professional with more than 30 years of experience, Bill Carlson certainly can. Since 2009, Bill has applied his skillset (marketing, management, sales, and product development) to amplifying the voices of organizations tackling critical social issues. He has consulted on four Key Messages & Brand Strategy Service Grants, delving into a deep understanding of each nonprofit organization to develop a brand that resonates with key stakeholders and specific audiences. He's strategized names, logos, and communications, and notably led the volunteer team as Account Director for three of the four projects. For nonprofit organizations who need a voice, Bill's expertise is just what the doctor ordered.

**KEY MESSAGES &
BRAND STRATEGY
PROJECTS BILL HAS
SERVED ON**

**BREAKING FREE
NEW MOMS, INC.
ENVISION UNLIMITED
TRICITY FAMILY SERVICES**

Motivated by his wife's commitment to volunteering and giving back, Bill came to Taproot looking for a volunteer program that would help him donate his time meaningfully, while meeting his personal and professional goals. "I was looking for a way to apply my background and skills in a structured and controlled approach," Bill says. "Taproot created a structured approach which connects services to needs. This is a clever construct that has allowed me to make a difference."

BILL'S PRO BONO POINTERS

ADVICE FROM THE FIELD

You're going to pull nonprofits through a process that they have limited experience with. Provide something that the administration is comfortable with and knows how to apply. It does no good to deliver strategy that the organization won't use.

Map what you know to the Taproot process. The power of the Taproot program is honoring the methodology, so read the materials, get comfortable with the steps, but don't feel overwhelmed: remember that you have the knowledge of your sector.

WWW.TAPROOTFOUNDATION.ORG

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

taproot
FOUNDATION