The NYU Reynolds Program is pleased to announce the Fall 2013 R.E.A.L Workshop Series: programming designed to support social entrepreneurs and changemakers with practical skills and knowledge bases critical to success in the field. The series is open to the public and to students and changemakers from across the entire NYU and greater NYC communities. There is no fee for the events, unless otherwise noted. Sessions are specifically targeted to different groups, including undergraduates, graduates and the executive and professional communities. Space is limited and an RSVP is required for each event.

This series digs deep into the NYU Reynolds network of social entrepreneurship and related professionals to feature a diverse collection of leaders who have honed their know-how through practice. Each presenter will share their knowledge and breadth of experience, leaving participants with a tangible skill or lesson learned to apply to their own projects and changemaking trajectories. All you need to bring is an open mind!

Fall 2013 Workshops:

September 17, 2013
An Evening of Bridging the Unimaginable Heights and Incalculable Difference Social Entrepreneurship Can Make With Emotional Branding and the New Four Letter "F" Word
Alan Hilburg, Principal, Hilburg Associates; with special guest Shaheen Sheik-Sadhal, Founder of Esse Law Group

**This workshop has a fee: $90/ticket. Please note that each ticketholder may bring one guest with no additional charge.**

Register at: https://wagner.nyu.edu/reynolds/workshop-registration-sept

- 6:30 – 8pm; Reception to follow
- 295 Lafayette St, 2nd Floor, Rudin Family Forum
- Intended Audience: This workshop is intended for a professional audience.

It’s been said that social entrepreneurship is misunderstood, undervalued and requires rebranding to create a new coherence with the innumerable communities whose understanding and support are essential.

In this workshop, Alan, who brings 30 years of experience as one of the world’s leading authorities and innovators on reimagining brands, will discuss his revisioning strategies for more effectively connecting social entrepreneurs with the incalculable number of communities and markets who are not yet vested in the mission of social entrepreneurship. This can be achieved by emotional branding which shatters the old rules of branding because it identifies, articulates and connects consumers with brands in an intensely individual, emotional bond defined by a brand experience built on a relationship of trust. It’s not easy to achieve, but its coherence engages consumers at a deeply personal level that drives their preferences, choices and decisions.
September 18, 2013
How to Best Leverage your Mobile Phone to Revolutionize Social Change
Kate Otto, 2006 Reynolds Scholar; Mobile Health Technologies Consultant, World Bank, USAID, and more; Community Health Educator, Mass General Hospital
RSVP at: https://www.surveymonkey.com/s/REALotto13

- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Rudin Family Forum
- Intended Audience: This workshop is open to undergraduates, graduate students, and professionals.

With 6 billion mobile phone subscriptions in the hands of nearly 90% of the world's population, the mobile phone has become one of our greatest instruments to change the world. Whether you work in health or education, preserving the arts or the environment, is your social entrepreneurial effort fully leveraging the power of mobile? This session will review the ways in which mobile connectivity is changing the world for the better, and provide participants with a tutorial in creating and deploying a free mobile phone based survey tool. **An Android Phone is required for participation in the Demo** We will also discuss how too much digital connectivity can poison our efforts at meaningful change, and suggest a balance of tech and human connectivities to achieve the most impact.

September 26, 2013
Understanding the Power of Storytelling
Michael Marantz, Founder – Director, Already Alive
RSVP at: https://www.surveymonkey.com/s/REALmarantz13

- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Mulberry Conference Room
- Intended Audience: This workshop is open to undergraduates, graduate students, and professionals.

Having the ability to tell a good story is essential to personal, professional, and changemaking communication, and the ability to find and share your own story is essential to living a fulfilled life. In this workshop, you will learn tools to not only find your story, but understand the amazing things you can do once you have found it.

October 2, 2013
The Dog Ate My Grant Application; Crowdfunding your passion
Breanna DiGiammarino, Education Category Marketing Director, Indiegogo
RSVP at: https://www.surveymonkey.com/s/REALdigiammarino13

- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Rudin Family Forum
- Intended Audience: This workshop is open to undergraduates, graduate students, and professionals who are passionate and ready to move their ideas forward.

During this session, crowdfunding industry expert Breanna DiGiammarino will cover the value of crowdfunding and delve deeply into the key pieces of a successful campaign: your pitch, perks and promotion strategies. She will review successful campaigns from across university communities, from research to entrepreneurship to causes. Come prepared to think through your own project and leave prepared to run a supercharged campaign!
October 16, 2013
Unleash your Story, Fuel a Movement
What Every Changemaker Needs to Know About Storytelling if they’re going to make their vision a reality
Annie Escobar; 2009 Reynolds Scholar; Nonprofit Video & Storytelling Consultant
RSVP at: https://www.surveymonkey.com/s/REALescobar13
• 12:30 – 2:00pm
• 295 Lafayette St, 2nd Floor, Rudin Family Forum
• Intended Audience: This workshop is open to undergraduates, graduate students, and professionals who know that a better world is possible and want to get others to join you in making it happen.

Change relies on imagination. Leaders who see what’s possible before it exists and then do everything they can to make it a reality. But that vision will remain unrealized unless we help others see the world as we do, imagine the same possibilities. Our ability to create change depends on if we’re able to tell stories that inspire others to join us. This workshop is designed to help changemakers at all levels learn how to tell stories that catalyze their causes. We will explore how to craft a visionary narrative; 10 elements of magnetic stories; the 5 core stories you need to inspire action and build a movement; how to structure your personal stores; and a simple and effective process for choosing the perfect story to tell. When you leave this session, you will be able to connect with, identify and tell your most powerful stories. You will know how to craft a visionary narrative designed to invite supporters to your cause.

October 30, 2013
Smart Program Design for the Developing World
Rachel Ishofsky, Managing Director, Innovation: Africa; NYU Gallatin Alum
RSVP at: https://www.surveymonkey.com/s/REALishofsky13
• 12:30 – 2:00pm
• 295 Lafayette St, 2nd Floor, Rudin Family Forum
• Intended Audience: This workshop is reserved for graduate students and professionals.

For anyone who’s ever lived, worked, studied or invested in the developing world, we’ve all seen great ideas go wrong. Why does it happen? How can we design programs that are smart and scalable? Through the lens of Rachel’s near-decade of experience in the developing world and six years of running a successful start-up in East Africa, this workshop will explore key factors leading to successful non-profit and for-profit models. Whether you’re a philanthropist, impact investor, or looking to work in the field, this session will help you identify key issues to think about in launching or funding development programs.

November 14, 2013
The Story of You: How to Understand and Communicate It to Gain Support for Your Changemaking Vision
Linda Kay Klein, Director, Echoing Green’s Work on Purpose Program
Hosted in partnership with NYU Wagner’s Executive MPA for Public Service Leaders and Managers program
RSVP at: https://www.surveymonkey.com/s/REALklein13
• 5:00 – 7:00pm
• 295 Lafayette St, 2nd Floor, Rudin Family Forum
• Intended Audience: This workshop is reserved for graduate students and professionals.
Who are you? Really? And how do you communicate the inevitably messy answer to that question to others? Say, on LinkedIn, or during your 2-minute self-introduction on a panel? In this session, we’ll explore how you make sense of your past, your present and your hopes for the future, and how you can most successfully tell the story of you to others. When you leave this session you will have a better understanding of who you are, how you got to where you are now, and where you want to go tomorrow. What’s more, you will have developed core language to communicate this story to others and gain their support for your changemaking vision.

December 6, 2013

Boards for the organizations Social Entrepreneurs create:
What will they ask of you and what will you ask of them? How will that relationship further your mission and impact in a timely manner?

Russ Pomeranz, President & CEO, the Claverack Advisory Group
RSVP at: https://www.surveymonkey.com/s/REAlpomeranz13

• 12:30 – 2:00pm
• 295 Lafayette St, 2nd Floor, Rudin Family Forum
• Intended Audience: This workshop is open to undergraduates, graduate students, and professionals looking to build a board for their organization or participate on a non-profit board.

In today’s world, there is no lack of energy, drive, commitment, and understanding to turn ideas into impactful organizations (non-profit or for-profit) that fulfill a societal mission. What slows the process down is lack of resources or the failure to identify the right resources to move the organization forward. Organizational boards serve many purposes, but one is to work with organizational leadership to identify and secure the resources to make the right things happen in a timely manner. This seminar is meant to identify how this process works, what kinds of people should be on boards, tradeoffs that management and boards must navigate, and compromises and options to consider that will ultimately lead to sustainable financial, programmatic, and strategic business models.

About the Fall 2013 R.E.A.L. Workshop Speakers:

Kate Otto
2006 Reynolds Scholar Alumna
Founder, Everyday Ambassador
Mobile Technology Consultant, World Bank, USAID, and more
Learn more about Everyday Ambassador: http://everydayambassador.org/

Kate Otto is a public health consultant to the World Bank, USAID, and other development partners, in the field of mobile health technologies, and works as a community health educator for Mass General Hospital in Boston. She is also the founder of Everyday Ambassador a movement to ensure technology helps, not hinders, our ability to connect with others in service efforts (www.EverydayAmbassador.org). Kate is a 2006 Reynolds scholar, and graduated NYU with her BA in International Relations and MA in Health Policy & Management. Follow Kate online @kateotto and @everydayAMB
Michael Marantz
Founder-Director, Already Alive
Learn more about Already Alive: http://alreadyalive.com/

Michael Marantz is constantly in pursuit of stirring people to feel the same way he does, alive. He feels so passionately about his mission that he started a company called Already Alive to do just that. Michael is a multidisciplinary storyteller, as a Filmmaker, Director, Composer, Digital Artist, and Experiential Designer, he strives to create work that are not only remembered but used as tools by the viewer in their own journeys through life. His award winning works have been seen by millions of people and featured in many publications such as The Huffington Post, CBS news, NBC, Wired, and more. He has given talks and workshops all around the world about power of storytelling with established institutions such as NYU, TEDx, General Assembly, and others. Above everything else, Michael loves to smile around a dinner table and tell a good story.

Breanna DiGiammarino
Education Category Marketing Director, Indiegogo
Learn more about Indiegogo: http://www.indiegogo.com/

Breanna DiGiammarino is the education category marketing director at Indiegogo, where she leads outreach to universities, post-secondary schools and primary schools in an effort to revolutionize the way that education is financed. She has also been responsible for developing key partnerships with institutions such as the Clinton Global Initiative University (CGI U), George Mason University and the University of California, San Francisco. Prior to Indiegogo, Breanna was the Senior Associate at the Draper Richards Kaplan Foundation, a social venture fund in San Francisco, and an Associate Consultant at The Bridgespan Group, the non-profit arm of Bain & Company, where she consulted with high impact educational organizations and foundations.

Breanna was invited as a reader for the 2011 and 2012 Echoing Green social venture fellowship and Haas Global Social Venture competition. She is also an Avanti Fellows advisory board member. Breanna holds a Master of Public Administration in Nonprofit Management from the NYU Wagner School of Public Service and graduated with a B.A in Biology and Government from the University of Virginia.

Annie Escobar
NYU Reynolds Scholar Alumna
Nonprofit Video & Storytelling Consultant

Annie Escobar believes there is more good than bad in our world. More love than hate. More hope than helplessness. And she's driven to share the stories she's heard that prove this. She has created over 60 videos for over 30 purpose-driven organizations including KIPP, New Schools Venture Fund, Human Rights Campaign, Amplify and The Segal Family Foundation. Annie has worked with several organizations to create and implement storytelling strategies, including BRAC, the world's largest development organization. She is the co-author of The Starter Guide to Non-Profit Video Storytelling, available for free download at www.startstorytelling.com.
Rachel Ishofsky
Managing Director, Innovation: Africa
Learn more about Innovation Africa: http://www.innoafrica.org/

Rachel's career in the developing world started as an NYU student studying in Ghana. She launched her first community based organization with Ghanaian partners at 19 years old, while also writing about education and foreign aid for the local government newspaper. After graduating summa cum laude, she went on to travel to over 30 countries, where she lived, worked and volunteered throughout sub-Saharan Africa and Southeast Asia. Today, Rachel runs Innovation: Africa, a non-profit/social enterprise that brings Israeli innovation to African villages. She has spoken about her work and travels around the country in venues such as Harvard and the New York Stock Exchange, and recently published an op-ed in Forbes.

Linda Kay Klein
2006 Reynolds Fellow Alumnus
Director, Echoing Green's Work on Purpose Program
Learn more about Work on Purpose: http://www.echoinggreen.org/work-on-purpose

Linda Kay Klein is a writer, speaker, expert on women’s religious and spiritual lives, and Director of Echoing Green's Work on Purpose program. Work on Purpose leverages the best practices of some of the world’s most successful social entrepreneurs to equip and inspire emerging professionals to create careers that are right for them and good for the world. Linda also sits on the advisory board of Feminist.com's religion and spirituality microsite, Our Inner Lives, and writes a column for the site, entitled Fierce, Faithful, and Free.

Russ Pomeranz
President & CEO, Claverack Advisory Group

Russell Pomeranz has twenty five years of experience leading the finance and administrative departments of nonprofit organizations with missions related to social services, education, the arts, and think tanks. Most recently, Pomeranz started his own consulting firm, The Claverack Advisory Group, to focus on the critical connection between the nonprofit financial function and organizational programmatic, strategic, and financial trajectories. Before establishing a consulting practice, Pomeranz was the COO / CFO of the Vera Institute of Justice, a $20 million criminal justice think tank. He is also currently an Adjunct Assistant Professor of Public Administration at NYU Wagner.

Pomeranz currently chairs the Workforce Professionals Training Institute (WPTI), is a board member of Jobpath, Center for Family Life, Economic Mobility, Berkshire Taconic Center for Non-Profit Excellence and is on the Finance Committee for the Staten Island Community Charter School. He has been published in The New York Times, Chronicle of Philanthropy, The Wall Street Journal, and the CPA Journal. He has a degree in Economics from Haverford College and an MBA from the University of Michigan.