

## Schultz & Williams Announces its Role in the 2019 Bridge to Integrated Marketing & Fundraising Conference.

**Philadelphia, PA.** “As president of Schultz & Williams, I am proud to announce our Vice President Matthew Brown as co-chair of the 2019 Bridge to Integrated Marketing & Fundraising Conference—*Change the World with Ideas & Ideals*,” said Scott Schultz.

Matt has been instrumental in planning and organizing this year’s event presented by the Direct Marketing Association of Washington and Association of Fundraising Professionals, Washington, DC Metro Area Chapter. Bridge is the nation’s largest professional gathering in the nonprofit sector. On July 10-12 in National Harbor, MD, 2500+ of the brightest, most creative fundraising and marketing experts from around the world will teach and learn how to build strong bridges between marketers and fundraisers; donors and missions; staff and boards; nonprofits and their vendor partners.

“I’m equally proud to sponsor and emcee the conference’s Advanced Executive Track, featuring outstanding speakers Anne Wallestad, President and CEO, BoardSource; George Jones, CEO, Bread for the City; Gail Perry, President, Fired Up-Fundraising; and Tabitha Glenn, Executive Director, ALSAC/St. Jude Children’s Research Hospital,” said Schultz.

In an even greater role, S&W’s direct response and digital experts, along with our clients—Newseum and International Campaign for Tibet—will lead a session, *Premium Engagement: Acquiring Prospects Through Social Media*. This presentation will feature Facebook as a cost-effective way to build brand awareness; grow your email file; convert friends to donors; and make noise with advertising solutions for organizations of all types and sizes.

Our firm is delighted to sponsor two local conference attendees at this year’s event, one from International Campaign for Tibet and one from National Marine Sanctuary Foundation. We will also be well represented at **Booth #407**, where we hope to meet one-on-one with conference attendees, friends and clients to continue the discussion, *Change the World with Ideas & Ideals*.

# Schultz & Williams

## **About Schultz & Williams**

Schultz & Williams is widely recognized as a strategic development, planning, multi-channel fundraising and marketing consulting firm serving our nation's nonprofits in areas such as healthcare, education, arts and culture, wildlife and the environment, social justice, membership organizations and zoos and aquariums. S&W approaches its work with the conviction that every nonprofit's development, management and marketing strategies must be fully integrated for organizations to realize their greatest mission impact.

Established in 1987, S&W has partnered with more than 1,000 outstanding clients coast to coast and has more than 65 seasoned professional and senior-level consultants covering the firm's full range of services.

Headquartered in Philadelphia, S&W also has operations in Washington, D.C., Los Angeles and San Francisco.