



FOR IMMEDIATE RELEASE:

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Nonprofit Executive Leadership Forum Features Expert on Communications for Social Change

Portland, ME – Maine Association of Nonprofits (MANP) will present *Talking about Social Change: Are We Sending the Right Messages?* on Thursday, April 27, from 7:30-10:00 a.m. at the DoubleTree by Hilton Hotel, South Portland as part of the Executive Leadership Forum series. The forum will feature a presentation by [Dr. Lynn Davey](#), Consultant, Davey Strategies, and include a discussion of how Maine’s nonprofits can work together to broadcast shared messages about the sector’s impact. To register, go to www.nonprofitmaine.org.

“In these fast-paced, uncertain times, it’s more important than ever to send clear messages about the work of Maine’s nonprofits,” said Jennifer Hutchins, MANP Executive Director. Dr. Davey, an expert in the art and science of framing public discourse on complex social problems, will explain how non-experts think about the causes of, and solutions to, social issues, and how that information can radically shift how we talk about our work and elevate the discussion about our issues. She will share recommended strategies for social change initiatives based on current research in the fields of communications and the cognitive and social sciences.

“To be most effective in connecting with the public on complex social issues, nonprofits need to frame their messages in a way that shifts the conversation away from the old paradigm,” said Hutchins. “Instead, they need to connect with the public in a way that changes their understanding and moves them to be more supportive.”

Lynn Davey, Ph.D., is a psychologist who brings the science of communication to the communication of social problems. Dr. Davey helps experts and advocates more effectively translate their expertise to improve public understanding of the causes, consequences and solutions to difficult social issues.

This Spring 2017 Executive Leadership Forum is sponsored by Healey & Associates, Northeast Delta Dental, Mainebiz and Bernstein Shur.

MANP’s mission is to enrich the quality of community and personal life in Maine by strengthening the leadership, voice, and organizational effectiveness of our state’s nonprofits. The organization represents more than 800 nonprofit organizations from across Maine of all sizes and mission areas. www.nonprofitmaine.org

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*Since 1994, MANP has grown to become Maine’s comprehensive resource for the tools, knowledge, and connections nonprofits need to be effective and well-run. With a growing statewide membership of over 800 nonprofit and 135 for-profit organizations, MANP **advances** the public profile of Maine nonprofits by highlighting their vital contribution to the quality of life in our state, **connects** people, organizations and resources from all sectors to foster collaborative problem solving, and **strengthens** nonprofits by providing management training and leadership development programs, resources and services to help staff and board leaders enhance their community mission impact.*

NOTE TO EDITORS: A photo of Dr. Davey is available upon request.

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