

Effective Leadership for Purpose-Driven Organizations

Department of Communication



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Boost your impact with workshops for purpose driven organizations presented by the Department of Communication at the University of West Florida.

This expert-led series focuses on strategic communication, stakeholder engagement and mission-driven leadership for not-for-profits.

RESERVE YOUR SEAT

Dates: Scan the qr code below for up-to-date information on upcoming workshop series dates.

Location:

Studer Community Institute,
Downtown Pensacola

Tuition: \$875



The *Effective Leadership for Purpose-Driven Organizations* series, presented by the University of West Florida Department of Communication, empowers teams to achieve success, motivation, resiliency and a shared vision within a purpose-driven framework. This series aims to help participants align strategy with mission in ways that foster loyalty, innovation and long-term success.

Facilitated by experts in relationship building, crisis communication, social media, media relations, branding and more, the interactive workshops focus on ways that not-for-profit organizations will improve relationships with key stakeholders, develop crisis communication plans, define goals, reach key audiences, design messages and use social media and media relations effectively.

Each of the four half-day sessions features two 90-minute workshops covering two main leadership topics. Through collaborative training and hands-on exercises, attendees will gain skills and confidence to:

- Mentor and empower staff and volunteers to advance their mission
- Clearly define and communicate their organization's purpose
- Navigate crisis communications and media relations with professionalism
- Craft compelling narratives and digital strategies that drive engagement

Participants who complete all eight workshops will be awarded a certificate of completion, recognizing their commitment to advancing leadership within purpose-driven organizations.

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Session 1 – Building a Strong Team

Mentoring Staff and Volunteers

Facilitated by Adam Blood, Ph.D.

Mentoring plays a crucial role in empowering staff and volunteers in not-for-profit organizations. This workshop is designed to equip you with the skills to effectively mentor and guide individuals who contribute to your mission. You will learn practical tools and communication strategies to foster growth, a sense of belonging and a deep commitment to your organizational culture.

This session prepares participants to:

- Train and coach individuals to contribute to your organization and to represent you well
- Identify common challenges in mentoring relationships and overcome them
- Create meaningful relationships with staff and volunteers by fostering open communication, empathy and mutual respect

Developing and Involving a Board

Facilitated by Kristi Gilmore, Ph.D.

A strong and engaged board of directors is crucial for the success and sustainability of a not-for-profit organization. This workshop presents practical strategies to develop, engage and sustain a high-functioning board that drives organizational growth and impact. Participants will walk through the stages of getting the right people on board and keeping them active.

This session prepares participants to:

- Create a plan to recruit the right board members
- Keep board members involved and informed
- Help board members avoid burnout

Session 2 — Shape Your Narrative and Share It with Others

Defining Your Organization's Brand and Mission

Facilitated by Kristi Gilmore, Ph.D.

Are you ready to strengthen your organization's impact and communicate your vision more effectively? Join us for a hands-on workshop focused on defining and refining your not-for-profit organization's brand and mission. In this session, you'll gain the tools and insights needed to clarify your organization's purpose, develop a strong and authentic brand and craft a compelling mission statement that will help ensure that staff, volunteers and board members are working toward the same goal.

This session prepares participants to:

- Define the foundation of your mission and how your values shape the work you do
- Understand the key elements of a strong brand and how to communicate your nonprofit's identity
- Define measurable goals and objectives for the organization with input from stakeholders



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Using Storytelling to Help Your Mission Resonate

Facilitated by Adam Blood, Ph.D

In a world filled with information overload, storytelling has become one of the most powerful tools for not-for-profit organizations to connect with audiences, increase engagement and inspire action. This workshop is designed to help leaders, staff and volunteers harness the art of storytelling to strengthen their organization's mission, amplify its message and achieve lasting impact.

This session prepares participants to:

- Explore why storytelling is essential for building relationships, raising awareness and fostering loyalty
- Craft narratives that resonate with people and share what makes your organization special and important
- Adapt your stories for various media, including social media, newsletters, website content and fundraising campaigns.

Session 3 — From Sunshine to Storms: Communicating with Confidence in Every Situation

Navigating the News: A Crash Course in Media Relations

Facilitated by Christian Garman, M.A.

This workshop demystifies media relations, covering everything you need to know to get your organization noticed. We'll explore how to craft compelling press releases and pitches, build relationships with journalists and master interview techniques. Learn how to stand out from the crowd and boost your organization's visibility.

This session prepares participants to:

- Effectively build relationships with journalists
- Strategically increase media visibility
- Craft compelling press releases/pitches

Communicating in a Crisis

Facilitated by Kristi Gilmore, Ph.D.

In today's unpredictable world, nonprofit organizations are vulnerable to the effects of internal and external crises. Whether it's a sudden financial shortfall, a public relations issue, or a natural disaster affecting your community, the ability to respond swiftly, effectively and with compassion can make or break an organization's mission. This workshop will help you prepare to handle crises effectively as a team. The focus is on planning ahead and communicating effectively with stakeholders to avert crises when possible and handle those that inevitably arise.

This session prepares participants to:

- Anticipate potential organizational crises and stop them before they happen (when possible)
- Mitigate the damage to an organization when a crisis occurs
- Communicate effectively with stakeholder groups during a crisis



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Session 4 – The Art of Advocacy: Effectively Speaking and Posting About Your Organization

Inside Out: Communicating Your Organization’s Story from the Heart

Facilitated by Christian Garman, M.A.

This workshop will teach you to confidently articulate your organization’s mission, values and impact to any audience. Learn to tailor your message for different stakeholders, craft compelling narratives and master delivery techniques to ensure you’re not easily forgotten. Walk away with the skills to become a powerful advocate for your organization and its work.

This session prepares participants to:

- Tailor messages for diverse audiences
- Craft compelling organizational narratives
- Deliver presentations with lasting impact

Outside In: Social Media and Two-Way Communication

Facilitated by Heather Riddell, Ph.D.

In today’s digital world, social media is one of the most powerful tools available to not-for-profit organizations to increase visibility, engage with supporters and drive meaningful change. But with so many platforms and strategies to choose from, it can be challenging to know where to focus your efforts. This interactive workshop is designed specifically for not-for-profit professionals looking to harness the full potential of social media to amplify their mission and grow their online presence. Whether you’re new to social media or looking to refine your current strategy, this session will provide practical tips, actionable strategies and hands-on guidance to help you succeed.

This session prepares participants to:

- Develop a clear strategy for using social media
- Draft a sustainable content calendar
- Generate ongoing conversation through valuable content

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About the Facilitators :



Adam Blood, Ph.D., is an assistant professor of communication and is the director of the nationally recognized Speech and Debate Team at the University of West Florida. He specializes in public speaking, rhetoric and religious communication. Dr. Blood also serves as the chief operating officer for Pi Kappa Delta National, a 100-year-old organization that offers a national Speech and Debate Competition for college students.



Christian Garman, M.A., is a University of West Florida assistant professor of clinical practice, specializing in broadcasting, public speaking, advertising, public relations and journalism. A former WEAR-TV meteorologist of 20 years, he continues forecasting for the Gulf Coast through various outlets. Garman is also a professional emcee for events such as the ITEN Wired TechConference and evenings with prominent figures, including Barbara Bush and Robin Williams. Before joining the faculty at UWF, he was marketing manager for Andrews Institute and Gulf Breeze Hospital.



Kristi Gilmore, Ph.D., APR, is an assistant professor at the University of West Florida, teaching communication classes at both the undergraduate and graduate levels. She previously taught at Texas Tech University and Syracuse University. In addition, Dr. Gilmore is a senior communication professional and accredited public relations counselor with more than 30 years of industry experience in corporate communication, crisis management, strategic planning and community relations.



Heather Riddell, Ph.D., is an associate professor of communication at the University of West Florida, where she teaches courses related to social media, artificial intelligence (AI), and public relations. Dr. Riddell's hands-on courses prepare students for a digitally converged communication industry. Her research interests are social/digital media, media effects, AI, and the role of user-generated content in crisis communication.



EFFECTIVE LEADERSHIP FOR PURPOSE-DRIVEN ORGANIZATIONS

Dates: Sept. 12, Sept. 26, Oct. 10 and Oct. 24, 2025. Fridays at 8:30 a.m.- 11:45 a.m.

Location: Studer Community Institute, Downtown Pensacola

Tuition: \$875. *Register by July 31, 2025, for a special early bird discounted rate of \$787.50 per participant.*

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