



Our goal is to raise the visibility of and celebrate smaller nonprofits and social enterprises!

Small & Gutsy is a resource that can provide your organization with valuable visibility **at no cost to you.**

In January 2021, we launched the podcast Small & Gutsy, featuring nonprofits and for-profit social enterprises with revenues under \$10 million. Our mission is to tell their story and further build their client, volunteer, potential employee, and funding/investor networks. We believe these organizations too often go unnoticed by the larger community, as their time, money, and energy must be put into direct services and products and not into marketing. The Small & Gutsy podcast aims to bridge the gap between services/products and awareness, helping organizations spread their mission and extend their reach.

There is no cost, and the nonprofit or social enterprise can download the podcast on their social media platforms, send it to local radio stations, or secure public service announcement plugs. We have released over 115 episodes and have been downloaded more than 17,000 times; a wide range of topics has been covered to date, including social service programs, community advocacy, youth development, health-related issues, responsible journalism, the arts, summer camps, animal rescue, research/education, social justice, workforce development, ingenious ideas in farming, climate improvement, and free prosthetics. Several of our interviewees have used the podcast as part of grant applications to secure funding. We are a 501(c)3 (Tax ID # #88-3939058) and are funded through my boutique consulting firm, [the Intrinsic Group](#) as well as sponsors, donors, and volunteers.

Please listen to a podcast <https://smallandgutsy.org/episodes/> to get the feel; the interview is conversational in style and I do not prepare questions in advance, outside of the Quick & Gutsy questions at the end. We book 2-hour time blocks for recording to: offer social get-to-know one another time, ensure the best quality sound, and manage any technology snafus. We recommend that interviewees wear headphones and try to eliminate any household and exterior sound as best as possible (non-interviewees in the space, washing machines, printers, traffic, lawnmowers etc.).

Although it is an audio podcast, we record on Riverside and use visual pieces for marketing the podcast. YouTube will have the full video- version. We want this to be a fun experience as well

as an opportunity to inform listeners about your organization, but we do not want anything rehearsed or canned because we believe in the genuine love you have for the work you do, and we want to share that with listeners. I am happy to briefly meet in advance of the Zoom recording to further answer any questions. Our expectation is that you will share this podcast and any marketing materials within your own networks to spread the word about your organization as well as the Small & Gutsy Podcast platform to support other smaller organizations like yourselves. Small & Gutsy Podcast is currently on Spotify, Apple, Amazon, iHeart Radio and other major podcast platforms. **Please connect with me on LinkedIn so that your episode, when released, is viewed by a broader audience.**

The feedback we have received has been enormously positive! The interview is often one of the first times that their organization has been reflected back to them by someone who has not benefited from their services, nor is it an internal planned marketing piece. This is a powerful experience as it often reaffirms the amazing work of the organization while sharing an unbiased view about the organization.

Small & Gutsy does not take responsibility for the views of our guests and we encourage listeners to do their own due diligence when choosing to support an organization we have featured.

We hope you will consider being part of the Small & Gutsy Podcast family; as a first step, please sign below acknowledging the agreement that Small & Gutsy can conduct and share this interview.

We look forward to working with you!

Warm regards,

Laura

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Printed Name

Date

Signature

Date