



Laboratory hosts online community event for nonprofit leaders

July 28, 2020

Sessions address fundraising, social media marketing, and how the Lab can help

The Community Partnerships Office at Los Alamos National Laboratory hosted a well-attended online Community Conversation on July 8, aimed at nonprofit leaders in the region. The event focused on the challenges facing nonprofit staff and board members in the current climate, and looked for ways in which the Laboratory and its employees can help.

The more than 60 attendees represented organizations with a range of missions from education and the arts to economic development and behavioral health.

The morning began with an update from Laboratory Director Thom Mason on how the Laboratory has adapted to operating under the COVID-19 crisis, with the majority of employees working remotely, and new procedures in place for those who have to be onsite. He went on to outline the community and scientific contributions the Laboratory has made in the fight against the virus. Mason also addressed the issue of diversity.

“The Laboratory was built on the ideals of inclusion – harnessing the contributions of diverse individuals to enable our national security mission,” he said. “Every person should feel safe, visible and valued, and our work in the community also needs to reflect those ideals”.

Mason described the ways in which the Laboratory can help nonprofits in this challenging time, including grants, matching employee contributions, and helping provide volunteers and board members.

Nonprofit consultant Linley Daly presented steps organizations can take to get their fundraising messages read at a time when face to face events are difficult or impossible.

Marketing expert Brandale Mills Cox gave an overview of best practices for nonprofits’ use of social media, and techniques nonprofits can use to build an engaged community around their activities.

Both experts were provided by the Center for Nonprofit Excellence, which helps New Mexico nonprofits achieve sustainability by providing best practices, legal requirements, training and networking opportunities.now.”

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