

# DIGITAL IMPACT

FOR BROADCASTERS



SPEAKER/GUIDE

**BRIAN CUREE**

BRIAN@KILLERBEEMARKETING.COM

# EMPOWERING BROADCASTERS

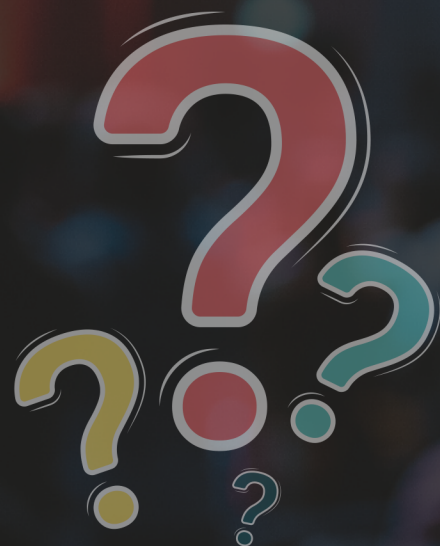
TO TRANSFORM MORE LIVES  
ACROSS DIGITAL PLATFORMS

Is you or your team making a difference across digital platforms?

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We get it, it is hard to know if you're using your digital tools the right way. With all the time, money, and effort you put into your digital presence, **knowing the answer to that question is crucial.**

The “Digital Impact” workshop is designed to empower your team to use digital more effectively, **servicing your mission** instead of the other way around.



## DESIGNED TO ELEVATE

Elevate your digital presence with purpose. Through the lens of the ART Framework, this workshop empowers teams to navigate digital platforms with a compassionate, people-first approach, moving beyond vanity metrics to create more meaningful connections to impact more lives!

# YOUR GUIDE

# BRIAN CUREE

IT'S MORE THAN MARKETING.  
IT'S A MISSION.

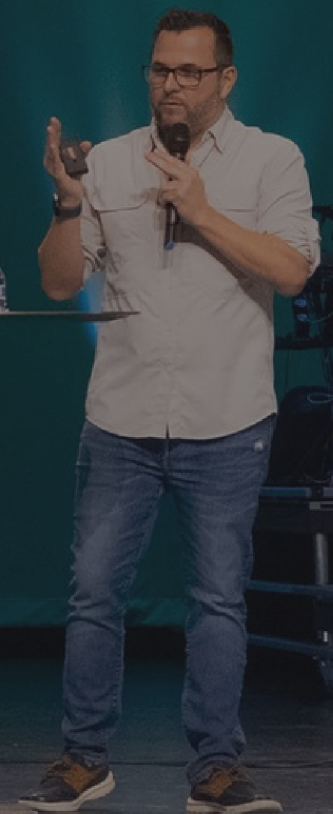
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## GET TO KNOW

## BRIAN CUREE

Brian Curee is a seasoned digital strategist and the CEO of Killer Bee Marketing. He brings over 15 years of experience empowering organizations to cut through the digital noise.

Specializing in the Christian broadcasting sector, Brian has worked extensively with radio industry leaders and organizations, applying his unique blend of expertise in computer science, theology, and digital communication to craft strategies and digital content that resonate more deeply and authentically with people.



BRIAN WILL SCHEDULE A 30-MINUTE FOLLOW-UP ZOOM SESSION 60 DAYS AFTER THE WORKSHOP, OFFERING A DEDICATED TIME TO ASSESS PROGRESS, ADDRESS QUESTIONS, AND ENSURE YOUR DIGITAL STRATEGY IS EFFECTIVELY MOVING FORWARD.

# WORKSHOP OUTLINE

HOUR ONE

FOR NONPROFITS

## HOOR 1: MASTERING THE ART OF DIGITAL ~~MARKETING~~ MISSION

Introduction to the ART Framework: Learn the concept behind the ART Framework and how it can help your team be more effective across digital platforms.

Utilizing Your Purpose Statement: Learn how to employ your Purpose Statement as a critical filter for all digital activities, ensuring every action aligns with your nonprofit's mission.

Understanding Digital Properties: Learn about three types of digital properties—owned (websites), leased (social media), and permission-based (email/text messaging)—and how to leverage them effectively.

The Integration Roadmap: This session is designed to give team a visual representation of how digital platforms, when used together, can enhance your digital impact.



TO MAXIMIZE ENGAGEMENT AND LEARNING EXPERIENCE, WE RECOMMEND SCHEDULING A 45-MINUTE BREAK BETWEEN THESE TWO SESSIONS. THIS INTERMISSION ALLOWS PARTICIPANTS TO REFLECT AND RECHARGE BEFORE RETURNING FOR THE SECOND HOUR OF OUR WORKSHOP.

# WORKSHOP OUTLINE

HOUR TWO

FOR NONPROFITS

## HR 2: CRAFTING YOUR DIGITAL STRATEGY TO TRANSFORM MORE LIVES

Roles of Digital Platforms: This session will explore the unique roles of various platforms in creating a stronger community, from public and private interactions to content that connects and deepens relationships.

Fundraising Across Digital: Covering a range of digital properties and strategies, Brian will share approaches to consider for enhancing your online fundraising efforts.

Stay Connected: Discuss ways to use email and other permission-based properties to stay connected with your supporters. Keeping them informed and engaged.

Evaluation Quadrants: A practical tool for evaluating new digital experiments, helping decide whether to continue, adjust, pause, or stop. Empowering your team to take ownership of their digital decisions.



THIS WORKSHOP WILL CONCLUDE WITH A Q&A SESSION, LEAVING YOU EMPOWERED TO REDEFINE YOUR DIGITAL STRATEGY AND MAKE EVERY ONLINE INTERACTION MORE IMPACTFUL.

# DIGITAL IMPACT *Workshops*



TWO-HOUR  
WORKSHOP FOR

FOR BROADCASTERS

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FOR PRICING

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FOR AN ENHANCED WORKSHOP EXPERIENCE WE REQUEST THE HOST PROVIDE LIGHT SNACKS AND REFRESHMENTS DURING THE BREAK BETWEEN SESSIONS TO ENSURE PARTICIPANTS REMAIN ENERGIZED AND ENGAGED THROUGHOUT OUR TIME TOGETHER