



**We are
for Good[™]**

MEDIA KIT

UPDATED SEPTEMBER 2022



MEET JON+BECKY

Jonathan McCoy and Becky Endicott are dear friends and co-founders of We Are For Good who have 35 combined years of experience in nonprofit development and marketing. He's the designer, she's the writer, but they call themselves "marketers disguised as fundraisers." They cut their teeth working at two of Oklahoma's largest nonprofits leading teams in annual giving, stewardship, major gifts, and built a ground-breaking employee giving campaign framework that's been adopted and replicated by development shops around the world.

After dreaming of a full-fledged company aimed at empowering and equipping this generation of nonprofit leaders, We Are For Good launched in 2020 through their podcast of the same name. The podcast debuted as the #1 nonprofit podcast on Apple iTunes and have interviewed more than 250 of the industry's most respected thought leaders as guests.

But their favorite thing is teaching, and they launched We Are For Good PRO (think "Netflix for Nonprofits!") bringing the best thought leaders and innovative disruptors to our online classroom to empower professionals to do more for their missions.

They're on a mission to reimagine the nonprofit professional development space, to flip the donor pyramid upside down and rename the nonprofit industry in their spare time:)



FEATURED SPEAKERS

View more at weareforgood.com/press



A Virtual Fundraising Summit For Nonprofits

Corporate Collabs



AS SEEN ON...

Nonprofit Nation Podcast
with Julia Campbell

What the Fundraising Podcast
with Mallory Erickson

Build Good Podcast
with Mike Duerksen

Purposely Podcast (New Zealand)
with Mark Longbottom

100 Degrees of Entrepreneurship Podcast
with Stephanie Skryzowski

The Nonprofit Show
with Jarrett Ransom & Julia Patrick

Creating Community for Good Podcast
with Lindsay Simonds

The School of Ethical Impact Podcast
with Jenny Nuccio & Haley Adamski

Pokes PodCAST
Oklahoma State University College of Arts & Sciences

Leadership Listen Podcast with Dr. Nathan Mellor

Digital Marketing Therapy Podcast with Sami Bedell-Mulhern

WHAT PEOPLE ARE SAYING

Go to resource for nonprofit leaders!

Nov 7, 2021

★★★★★

DCKK2

Incredible content and fun to listen to every week, as a nonprofit marketer its a must.

So much good stuff!

Aug 27, 2021

★★★★★

domitravel

Thank you for creating this podcast. It has helped me learn so much and get ideas that are creative and effective in donor relations and stewardship. Again, thanks for all you do.

Must listen episode for those in non profit

★★★★★

"We Are For Good podcasts are always amazing but during their episodes on mental health they took it to another level. The authenticity of this podcast is refreshing and a giant caring hug for those who are trying to do it all alone."

unhappy!? via Apple Podcasts · Canada · 10/14/21

Make Good Mainstream!

Aug 27, 2021

★★★★★

kgbgymnast87

Can we give a big hand to this podcast?! Such rich information and knowledge that needs to go mainstream! Love this podcast and the spirit it brings. More more more!

A Must Follow

Sep 14, 2021

★★★★★

Lexylily

I love the We are For Good crew! They do such an amazing job bringing in experts but also have such internal knowledge on so many nonprofit topics. I send episodes to my coworkers and friends and their energy is electric.

Great resource

★★★★★

"As someone who is new to the world of development, this podcast has been an incredible resource for me!"

Sara Trapp via Apple Podcasts · United States of America · 08/23/21

I've Learned So Much!!

Aug 25, 2021

★★★★★

jadedarby

I am so thankful to have stumbled upon the We Are For Good podcast! I am new to the nonprofit and fundraising sector & they have been a life saver. I have been introduced to many new ideas and other nonprofits, allowing me to make

Big, Big Fan

★★★★★

"I love the We are for Good team. Becky and Jon are so uplifting and are truly doing the real work in building a better community for nonprofits and those that want to do good in the world. I am such a fan of this podcast and can't wait to see what other magic is brought to life by them! ✨"

SET103189 via Apple Podcasts · United States of America · 10/13/21

5.0



**(225+ RANKINGS
APPLE PODCASTS)**

One of the best Nonprofit podcasts!

★★★★★

"Y'all, this is the real deal. Being in the industry for ten years, I've heard a lot of podcasts, read a lot of blogs, and seen too many webinars. This is one that I finally learn from! They don't repeat the same thing you hear everywhere else. I feel like I hear the same thing with every podcast, blog and webinar, but this one is different! It's better! It actually talks about relevant fundraising ideas, tips, and stories. The first podcast I listened to of theirs, I took four pages of notes. I can't stress enough, if you are in the nonprofit sector, start listening!"

Haypi guy via Apple Podcasts · United States of America · 08/23/21

Awesome!!

★★★★★

"I've only listened to a few of these podcasts so far, but I am blown away by how good they are. You are interviewing really fascinating people, and the content is very useful and helpful. Thank you for your dedication to spreading good and all of the notes and resources. I'm going to use some of your mental health series as staff training for my team."

LeaptoSuccess via Apple Podcasts · United States of America · 10/09/21

Get your ask in gear!!!

★★★★★

"This is a fantastic, fresh approach to fundraising! Sensational guests and a holistic message that will help you no matter if you are a seasoned professional we're just starting out."

drucollie via Apple Podcasts · United States of America · 05/28/21




OUR VISION

an impact uprising.

To revolutionize the nonprofit industry through inclusive and profound compassion, authentic storytelling and best-in-class educational and immersive content experiences.

We believe philanthropy (the very act of giving itself) changes people, businesses and communities to their core. And this change has a trickle-down effect. So, by equipping and inspiring nonprofit leaders with the mindsets and tools to build more impactful philanthropic movements, we can literally change the world – for good.

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for Good.™**



CORE BELIEFS

(Spoiler: these are the same values we learned in building philanthropic movements too.)

1. **Everyone matters.**
2. **Play the long game.**
3. **Simplify, humanize + tell a great story.**
4. **It's not just about giving. It's about belief.**
5. **Cultivate + mobilize rabid fans.**
6. **Steward relentlessly.**
7. **Disrupt. Grow. Adapt. Repeat.**
8. **Community is everything.**



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for Good.™**



OUR BRAND PROMISE

We are a community that educates, uplifts and amplifies the changemakers powering the nonprofit and social good sector all leading to an impact uprising.



WHAT YOU CAN EXPECT FROM US

Everyone matters – we affirm and embrace inclusivity and the value of each person in our community.

Civility and kindness are our cultural norms. Period.

You can always expect our content and **interactions to be of the highest-quality**, steeped in what's happening now, and to be the voice of our community.

The value of your experience should **always exceed the value of your investment**.

Value, kindness and trust are the bedrocks of our offerings.

We invest in talent and lock arms with those who also believe in investing in training, professional development and innovation.

You can always expect for our content to amplify thought professionals and **good humans** who are committed to learning, growing and evolving.

We go the extra mile. Why? Because stewardship and making people feel seen is core to feeling valued.

**We are
for Good[™]**

OUR REACH

Booking Jon + Becky to speak at your next event also means we open our platform and community to the experience to grow the awareness, impact and exposure for your organization + mission.

A Good + Growing Community.

WE CREATE AND SHARE ENGAGING DAILY CONTENT ACROSS SOCIAL MEDIA CHANNELS
+ SEND A WEEKLY EMAIL TO OUR BELOVED SUBSCRIBERS

12,000 AVG. MONTHLY PODCAST DOWNLOADS



2.5K+
FOLLOWERS



4.0K+
FOLLOWERS



700+
FOLLOWERS



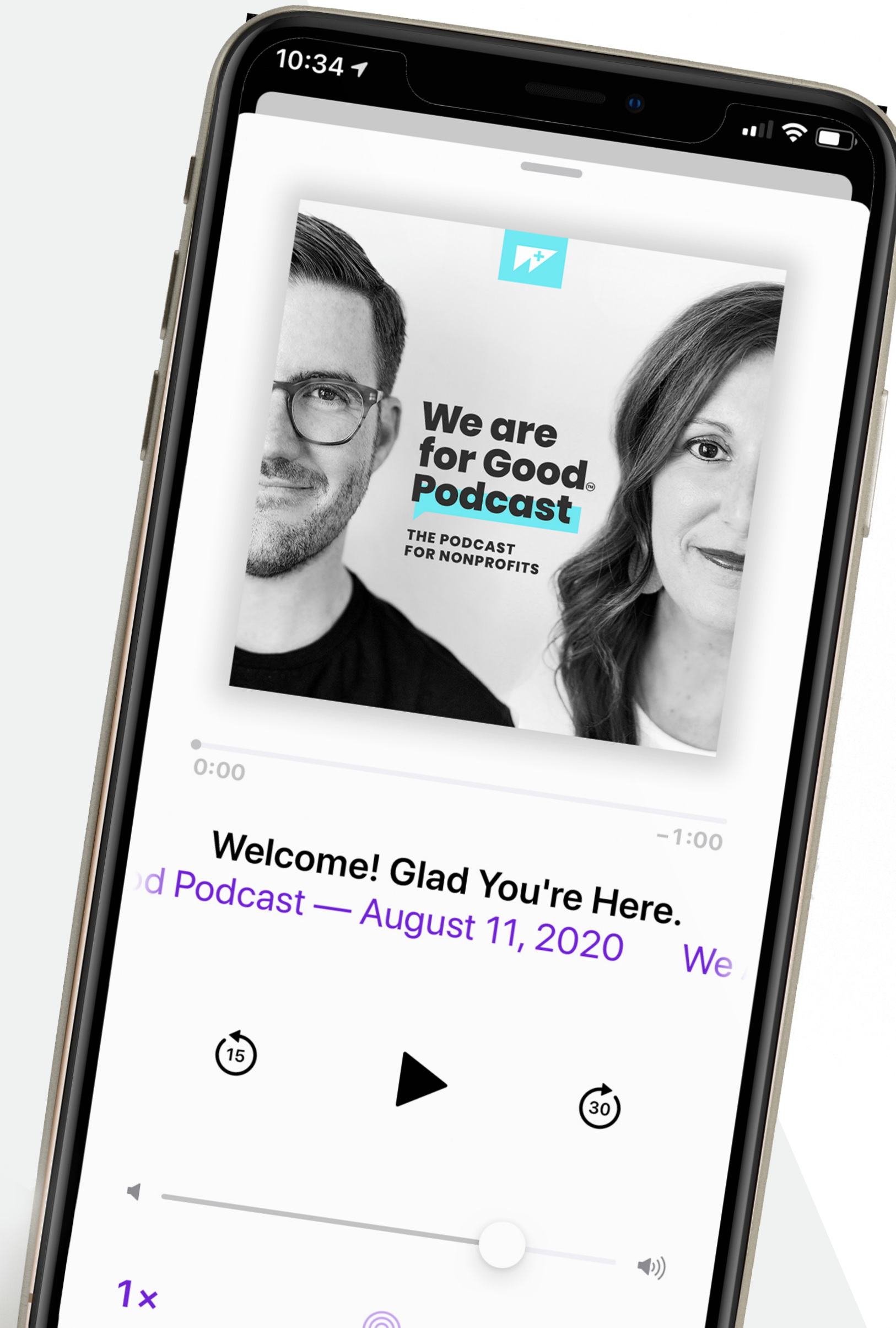
3.5K+
EMAIL
SUBSCRIBERS

**We are
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🍏 Podcasts 🎧 Spotify 📶 Stitcher 📶 + More!

We are for Good Podcast™

THE PODCAST
FOR NONPROFITS



#1 DEBUT

APPLE PODCASTS
NONPROFIT CATEGORY
AUG 2020



**225+ FIVE STAR
REVIEWS**
APPLE PODCASTS



**NEW EPISODES
EACH WEEK**
MON / WED / FRI

245,000+

DOWNLOADS
SEPT. 2021

We are for Good[™] Podcast

THE PODCAST FOR NONPROFITS

by the numbers (REVISED SEPT. 2022)

WE LAUNCHED ON
AUG. 25, 2020

+ BUILT COMMUNITY
THROUGH ORGANIC GROWTH,
WORD OF MOUTH +
PASSIONATE HUSTLE

243,500+

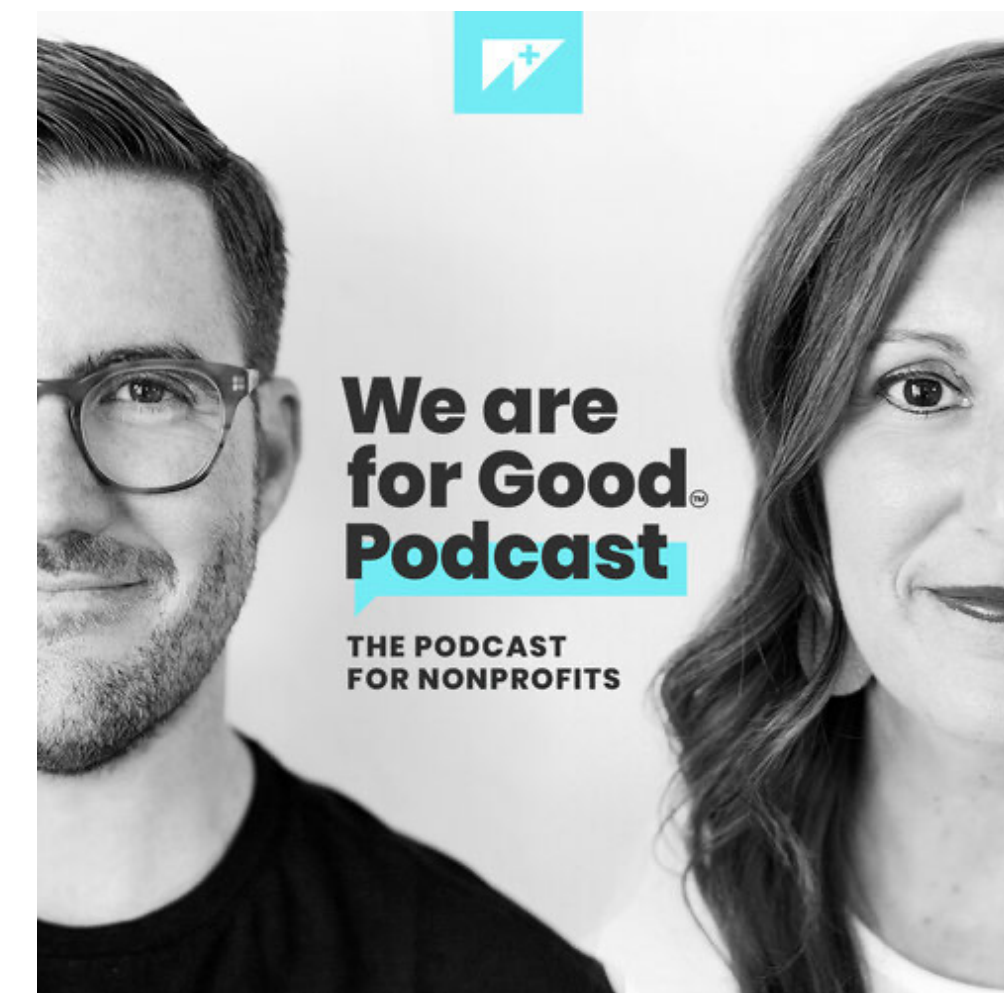
PODCAST DOWNLOADS SINCE LAUNCH AUG. 25, 2020

18,780+ | 4,500+

PODCAST DOWNLOADS IN
AUGUST 2022

AVERAGE PODCAST
DOWNLOADS PER WEEK

INCLUDING DOWNLOADS FROM EVERY STATE AND
85+ COUNTRIES AROUND THE WORLD



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SAMPLE KEYNOTE TOPIC AREAS

8 Nonprofit Trends that Matter Today

An Impact Uprising: 5 Keys to Unleash Your Mission for Good

Podcasting for Good: Why, How + The Power of Podcasting for Your Mission

Marketers Disguised as Fundraisers: 7 Revolutionary Mindset Shifts

The Employee Giving Formula: Start a Philanthropy Revolution Inside Your Walls

Donor Relations Kindergarten Style

The Impact Arc: How Impact Unleashes Fundraising

We thrive when working collaboratively to create a keynote to resonate deeply with your audience, event theme and goals. Contact us to explore more.

WITH GRATITUDE,

Jon Becky

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for Good.™**