



*free-range thinking* is a monthly journal of best practices, resources, and generally useful stuff for public interest communicators who want to reach more people with more impact.

## Introducing The Beth Drews Scholarship

***Nominations are now being accepted for full-tuition scholarships to all classes offered at The Goodman Center.***

Beginning in January, twenty full-tuition scholarships will be available to any class at The Goodman Center scheduled in 2011. As anyone who knows me might guess, there's a story behind this new program.

It begins on a dark and stormy night - if you can call light snow and a little wind "stormy" - on this particular evening in Chicago roughly three years ago.

I was having dinner with Rob Moore and Beth Drews, both of Lipman Hearne, and we were in part two (or three, or four) of a continuing discussion under the title "Let's Do Something Together." Rob, Beth and I had all been toiling for some time in the public interest field - different rows, but same field - we respected each other's work, and we even *liked* each other personally. So, we were looking for a joint venture because, as everyone knows, nothing strengthens a new friendship like going into business together.



Beth Drews

Beth was never one to beat around the bush, so at one point during the dinner she asked me straight out, "What do *you* want to do?" I replied that I had been fiddling around with the idea of taking the workshops I had been teaching in storytelling and presenting, etc., and moving them online.

To make a long story short, Rob and Beth decided to put the considerable resources of Lipman Hearne behind this notion, and in September 2008 we launched The Goodman Center, jointly embarking on a mission "to help do-gooders learn to do better." And let's not overlook that timing: *September 2008*. To find

October 2010

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### If You Work With Volunteers...

You must read *Everyone Helps, Everyone Wins*

### The Webinar on Webinars Returns

Join us on October 29th (and bring candy).



## About Us

*free-range thinking* is written by Andy Goodman and edited by Lori Matsumoto. To read back issues, download free

an equally auspicious moment for starting a new business, one would have to go back to October 1929.

But we hung in there, and in the early months of the new venture I got my first chance to work shoulder-to-shoulder with Beth. That's when I began to understand why everybody at Lipman Hearne liked her. She was just *relentlessly positive*, and not in some Pollyannaish way that makes you roll your eyes - Beth just didn't let the setbacks get her down. The fact that The Goodman Center is now into its third year of classes is due in no small part to her every-problem-has-a-solution attitude.

As anyone who has heard me talk about storytelling knows, no story is complete without some kind of surprise or challenge along the way, and this one is no exception. By mid-2009, The Goodman Center was operating smoothly, which allowed Beth time to step back and apply her relentless positivity elsewhere. And she would need every ounce of it, because it was around this time Beth received a diagnosis of pancreatic cancer.

She faced that diagnosis with the same determination and spirit she brought to everything in her life, and she fought back courageously. I wish I could say it was enough, that this was just one more problem awaiting a solution. Beth passed away in February of this year. She was 54.

Her imprint on The Goodman Center will always remain, but earlier this year Rob Moore and I talked about a way to recognize her

contributions more formally. To honor her memory, we have established The Beth Drews Scholarship, and this month we will begin accepting nominations for twenty seats in our classes in 2011.



To learn more about the scholarships and to download nomination forms, just [click here](#). Please note that nominations for scholarships *must* come from foundations. If you are a grantmaker and know of a nonprofit that would benefit from a Goodman Center class, we hope you will send the name our way. And if you work at a nonprofit, we encourage you to discuss this new opportunity with your colleagues at foundations so they can put your name forward.

On behalf of the Drews Family, Lipman Hearne, and the Goodman Center, I look forward to working with you in 2011 to honor Beth's memory.

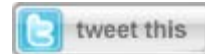
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publications, and to learn more about our work, please visit [www.agoodmanonline.com](http://www.agoodmanonline.com) and [www.thegoodmancenter.com](http://www.thegoodmancenter.com).

To reach Andy directly, please call (323) 464-3956 or send an email to [andy@agoodmanonline.com](mailto:andy@agoodmanonline.com).



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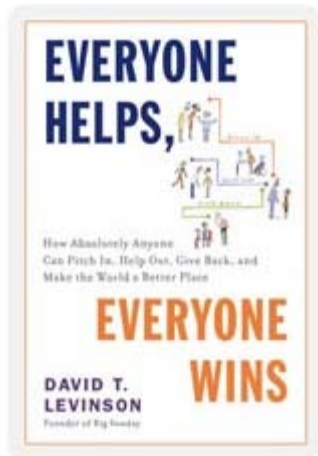
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## If You Work With Volunteers...

***You must read Everyone Helps, Everyone Wins.***

David Levinson knows a thing or two about volunteers. In 1999, he helped launch a day of service in Los Angeles that drew around 300 people. Eleven years later, "Big Sunday" has evolved into the largest single-day of community service anywhere in America, with over 50,000 volunteers participating in 2010 alone.

For his efforts, Levinson was named Nonprofit Leader of the Year by Governor Schwarzenegger. And now, true to form, Levinson has found another way to give back through his new book, *Everyone Helps, Everyone Wins*. The book is aimed primarily at the reader who has thought about volunteering but just hasn't moved beyond the thinking stage. In this sense, it's a manual for getting off the couch, getting involved, and giving back - in whatever way works for you.



But *Everyone Helps, Everyone Wins* is also a great resource for good causes looking to attract and manage large number of volunteers. Drawing from more than a decade of experience, Levinson shares practical advice for dealing with individual volunteers - the good, the bad, and the incredibly rude - as well as the schools, corporations, faith-based organizations and other entities that can supply them.

The practical advice is delivered with a sense of humor, as befits a former screen and TV writer, which makes the book fun to read. Here's a typical excerpt:

*Then there was the time I got a call from some woman who was visiting L.A. from Philadelphia. She was visiting her daughter. She'd heard that I was very involved with volunteering. I asserted that yes, I was. Good, she said - in fact, that's why she was calling. She wanted to know if I could drive her to the airport.*

To learn more about the book (and Big Sunday), visit [Levinson's blog](#).

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## The Webinar on Webinars Returns

***Our popular one-hour class returns on October 29<sup>th</sup> and half the seats are already taken, so reserve your place now.***

To save time and money, more organizations are conducting trainings and meetings online, but most of us have not been taught how to run a successful "webinar." As a result, these virtual gatherings are often boring, plagued with technical problems, and waste the time they're supposed to be saving.

So get some training! Join us on October 29th from 11a-12n PT (2-3p ET), and we'll show you:

- How to keep participants engaged from beginning to end
- The fine details of creating a good online experience
- How to use your two assets (voices and visuals) to maximum advantage
- What we learned from talk radio that makes webinars better



Tuition is just \$125 and discounts are available to organizations that register three students or more. To get additional information about "The Webinar on Webinars" and to register online, [click here](#).

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