



HELLO

I'M DANA SNYDER

ABOUT DANA

Dana Snyder is the Founder and CEO of Positive Equation. Her focus is to provide nonprofits with the tools and resources to raise more funds online through digital marketing.

Earlier in her career, she spent time in NYC working with Omnigon and Dan Klores Communications. At both agencies, she worked on business development and client management for some of the most notable sports, entertainment, and consumer brands in the US.

Dana has led strategic digital campaigns for The Honest Company, Delta Airlines, FOX, Sports Illustrated, the USO., Movember, American Idol, LA84 Foundation, and many more.

Dana is a member of the Purpose Collaborative, an invitation-only, global group of 40+ boutique firms, consultancies, and subject matter experts, all passionate about social purpose.

Currently based in Atlanta, she volunteers as the Philanthropy Chair for the University of Central Florida Alumni.

She believes social media is a powerful vehicle to spark social change.

KEYNOTES

- The Donor Attraction Method - How To Use Social Media Ads To Raise Brand Awareness & Funds Online
- How Nonprofits Can Leverage Social Media Data & Analytics to Attract New Donors
- Creating a Social Media Plan That Converts
- Turn Your Mission Into A Movement

Length can be customized. Dana also provides workshops and 1:1 consulting.

EXPERIENCE



Nonprofit Tech for Good





WHAT PEOPLE HAVE SAID...

"Dana was a fantastic asset at the 2019 Dress for Success Affiliate Leadership Conference in Vancouver, Canada, where she shared her expertise in nonprofit digital strategies.

Her interactive workshop helped session-goers learn how to analyze their audience and create purpose-driven content, yielding impactful results. **Attendees provided positive feedback, saying that Dana was both knowledgeable and highly engaging.** Dana was a pleasure to work with and comes highly recommended!"

- Sarah Bove, Affiliate Relations Sustainability Specialist, Dress for Success

"Given the COVID-19 crisis, our 2020 Census partners in Orange County -- about 45 nonprofits -- had to quickly pivot to digital outreach. Many partners sought assistance with social media, and so I reached out to Dana for help.

Dana hosted a webinar for our partners. The training was **AMAZING**.

Partners said afterward, **it was the best social media webinar they've ever experienced.** I 200% recommend Dana's training and services to any nonprofit out there."

- Sarah Middleton, President & CEO, Middle Up

Dana Snyder is a true expert in her field. With her deep knowledge, intuitive teaching, and simplified approach, she shared with our participants her best tips for producing results and knocked it out of the park.

Everyone needs a Dana in their lives. **We came away from the session feeling inspired, motivated, and much more knowledgeable.**

- Kirsten Stevens MBA, CFRE, CEO at The Kannico Agency

"Dana's webinar was by far the most valuable webinar I've ever attended.

In fact, I'd rate this above any Convention session I've ever attended. What I loved was the number and value of the tools she gave us right out of the gate.

Her ideas were so amazing and inspired creativity around events that I haven't felt since Covid hit. **AMAZING!"**

- Caitlin, Attendee



WHAT PEOPLE HAVE SAID...

IP

Irene Phillips 3:57 PM

Thank you Dana, great information

DD

Danielle Durham 3:57 PM

Thank you! Great webinar

DP

Diane Parrish 3:57 PM

terrific session!

KR

Kenna Rogers 3:57 PM

thank you so much Dana!!

K

Kelly Yagiela, LLMSW 3:57 PM

Thank you so much!!!

mS

mary SULLIVAN 3:57 PM

Thank you Dana! Great session

KH

Katy Heerssen 3:57 PM

you're doing great Tim!

KW

Kate White 3:57 PM

Great presentation!

DB

Dinah Brooks 3:57 PM

Dana, this is gold!

E

Elizabeth Johnson Sellers 3:47 PM

Very helpful! Thinking maybe the lack of a journey may be why our Facebook ads haven't been successful.

LH

Leilani Haywood 3:47 PM

Very helpful!

JB

Jennyfer Balkema 3:47 PM

This is super helpful! I have learned so much!

MT

Madeline Thornton 3:47 PM

This is amazing information!!

MT

Michelle Terrazas 3:47 PM

I'm so appreciative of what you shared! I have gone through the FB courses however I never heard this approach which makes so much more sense!!!
Thank YOU!!!

LL

Lizi Lewis 3:47 PM

Thank you so much!