



**DO
GOOD**



**TAKE
A
BREATH**



**OPEN
DOORS**



ROBIN RICHMAN

Services

Robin Richman has more than 20 years experience engaging people to give more, buy more, learn more and connect more.

Working with businesses, communities, non-profits and government organizations, she is an expert in the art of engagement marketing -- connecting individuals to a brand or cause through participation, sharing and interaction.

People engage Robin when they need:

- **Sensitivity in working with important customers and donors**
- **Spotless event, project and program management**
- **Resourceful fiscal management**
- **Results-based fundraising events**
- **International expertise**
- **Five-star customer satisfaction**
- **New and creative ways to enhance existing programs**
- **Engaging marketing programs to entice new members or clients**
- **Strong collaboration and promotional skills**
- **Extensive professional networks**
- **Team Building and/or activity-based events**
- **To turn a concept or idea into reality**

Contact Us:

3721 Military Road NW #B Washington, DC 20015
866-299-5674 (toll free) 773.960-7477 (mobile)
Robin@steppinoutadventures.com
www.steppinoutadventures.com

DO GOOD

I believe strongly that the purpose of engagement is to do good – both in terms of helping people and helping your organization. Here are examples of doing good and getting results:

Most people I meet in business and non-profits are under tremendous pressure to get work done well and get it done fast. My forte is helping people take a breath by providing total service. Whether I am doing the work directly or supervising internal or external resources, I care about one thing: Making my clients heroes.

I believe that engagement marketing is all about opening doors and keeping them open. These relationships include leaders, employees, donors and other stakeholders.

National: Answering a need for transplanted young professionals to connect with each other, I created a now 15,000 person community from random strangers by delivering quality-consistent, facilitated, interactive events and trips. Even as the group expanded throughout the country, they feel connected to one another because of a bonding experience. This community has continued for more than 14 years because I employ

both real time and online social networking to keep people engaged and connected. **International:** After creating off-the-beat travel excursions, I began incorporating service projects into adventure itineraries as a way to give back to the countries we visited. In Peru, we started a building fund for a school. In Tanzania, we helped a local orphanage build protective fences; and in South Africa, we showed townspeople how to market their crafts. We also designed a cultural exchange

program in Kenya for Christ Aid Kenya, a foundation in Kenya on HIV prevention, to help build awareness by showing potential donors the benefactors of their donation. **Local:** When the Lymphoma Research Foundation in Washington, D.C., wanted to create a fundraiser, I designed a day bike ride from soup to nuts, organized the volunteer board, oversaw all logistics, and obtained in kind donations—resulting in an annual event that is now one of the foundation's leading fundraisers.

TAKE A BREATH

I can assist you with the following services:

Complete management and support of all program logistics.

My experience in program execution stems from designing and managing content-driven educational workshops, conferences and seminars for numerous member-based associations. Areas of expertise includes researching trends, securing high profile speakers, negotiating venues, overseeing budget, establishing registration process and materials, and evaluating outcomes.

High level engagement with key customers, members and stakeholders.

I provide sophisticated and superior customer service, reliable follow-through, a proven ability to manage expectations with clear communications.

Event Planning. I understand and have years of experience arranging complex logistics domestically and internationally. Add to that my creativity which adds flair to an event and my marketing savvy which works toward meeting the events 'desired numbers.

Communication. Experienced in a wide range of communications vehicles including website development, database management, targeted emails, ad-

vertising, PR, social media and direct marketing.

Volunteer Administration.

I have designed, overseen and administered volunteer programs including outreach strategies for recruitment and nurture relationships to ensure participation.

Hospitality Coaching: I can provide custom-designed training to help hospitality services understand how to anticipate and provide for the needs of their consumer. Special interest in helping developing countries set up for tourism as I did at Finca La Perla in Costa Rica, where I taught local residents how to prepare for tourists, which included inventory and safety.

OPEN DOORS

The key to opening doors is to build and maintain relationships. The only way I know how to care for clients is with reliable follow up and focused attention.

Employees. Building relationships with your employees can open many doors. I've created a range of team building events for a few hours to a week retreat. One example is when I worked with top executives at Verizon to deliver a

cross-cultural program to promote diversity.

Stakeholders. I understand the importance of working well with the people whose assistance you need. When I worked with the management team of Four Winds Adventure Race to bring a week-long event to Utah, I managed the relationships with state officials and organizations.

Donors. I can build awareness and reach potential donors for organizations by utilizing the

extensive networks I created. I am helping Sias International University, an American-owned university in China reach new donors by developing a student mentor program with my networks. I also created a travel itinerary for *Genesis at the Crossroads*, a not for profit aimed at uniting conflicting cultures through the arts, so they could provide their donors with an experience to see the work the group is doing first hand.