



R. Christine Hershey

R. Christine Hershey is the founder of Cause Communications, a nonprofit strategic communications firm that creates positive social change on behalf of companies, foundations, for-purpose organizations, and the public sector. As founder and creative director, Chris guides the firm's overall strategic and creative vision.

Passionate about "Communications for Good," she consults regularly with CEOs and senior executives throughout the country, advising on positioning, identity, and strategy. Her experience in both the corporate and philanthropic sectors includes such Fortune 500 companies as The Walt Disney Company, Wells Fargo, and AT&T (Cingular) as well as the World Health Organization, the Institute of Medicine, and The Nature Conservancy.

Chris earned the title "evangelist for communications" within the social sector for being one of the first advocates for strategic communications across all aspects of a nonprofit, from the executive level down. Her notable work in communications has helped shift the debate on issues ranging from social justice, racial equality, health care, domestic abuse, and LGBT rights, to immigration reform. An early pioneer in cause marketing, she formed corporate partnerships with the Los Angeles Women's Foundation. Her work with Liberty Hill and the Dr. Susan Love Research Foundation helped these foundations quadruple and triple their assets respectively. Politically active, her work with ANGLE is credited with helping ensure gay and lesbian issues were heard and that President Clinton was elected.

As an author and expert, Chris's work has appeared in the *Stanford Social Innovation Review*, *The New York Times* and *The Chronicle of Philanthropy*. As a publisher of *Why Bad Ads Happen to Good Causes* and *Why Bad Presentations Happen to Good Causes*, Chris has helped educate the philanthropic sector regarding best practices. Her first book, the *Communications Toolkit*, published in 2002, has been distributed in all 50 states, 24 countries and across six continents.

Chris is a founding member of the National Network of Consultants to Grantmakers (NNCG), served as the former Board Chair of the National Association of Women Business Owners-Los Angeles, and recently concluded her term as a board member of Southern California Grantmakers. She currently serves on the board of The R. Scott Hitt Foundation and the national board of PetSmart Charities. She was appointed to the Los Angeles County "Arts for All" Executive Committee, and most recently to the Los Angeles County Small Business Commission.