

Detroit Nonprofit Day: PR and Content Strategies for Nonprofits

Workshop Description and Facilitator Information

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You may have crafted the perfect story for your nonprofit, but it won't matter if no one hears it. The trick is to make sure your story reaches the public. Tapping media resources and getting your story out to the public can give your organization the credibility, funding, sponsors, local and national media coverage.

About the Facilitator: Melanie Williams-Bowers, CEO of Guru Public Relations, Events, and Concierge LLC



Melanie Bowers is a multifaceted entrepreneur and public relations and marketing innovator. After graduating from Wayne State University with a Bachelor of Arts in Public Relations and Communications, Bowers jumped headfirst into entrepreneurship.

As the CEO of Guru Public Relations, Events, and Concierge LLC, and a multi-award-winning public relations practitioner, Bowers juggles an array of clients in numerous industries, including corporate, entertainment, automotive, healthcare, nonprofit, and technology.

Bowers has worked in communications for 15 years, most notably known for leading public relations, marketing, and communications campaigns for Ford Motor Company, Susan G. Komen, and countless metro Detroit businesses. Bowers has developed and executed a multitude of public relations campaigns tied to notable local and national events such as the North American International Auto Show (NAIAS); in-store Chase Bank Grand Openings for southeast Michigan, Essence Music Festival, the BET Awards, Susan G. Komen Detroit Race for the Cure, and many others.

Bowers wide ranges of clients have graced the pages of The New York Times, Inc. Magazine, E-News, The Washington Post and many more. Bowers has been named the "Olivia Pope of Detroit" by Rolling Out magazine in 2015 for her ability to make it happen for clients and make sure "it's handled" whenever a problem arises. Bowers has also been the award recipient of the 2015 DBusiness Magazine 30 in Their Thirties, the 2014 Michigan Chronicle 40 Under 40, the 2015 edition of Who's Who in Black Detroit, 2016 Role Model Magazine award, 2017 Best in Black Detroit Publicist, the Spirit of Detroit award, and the 2020 Career Mastered Emerging Leader award and many others.

In addition to running a full-service communications agency, Bowers and her business partner Jacqueline Lee are turning events into gold as the Founders of The Whittier Event & Banquet Co. in Detroit. Located off the Detroit River near downtown, the prestigious location is a historic gem. The opulent venue can accommodate weddings, birthday parties, corporate events, and more. An in-house valet, chef, bar and seasoned event specialists ensure a consummate experience.

Bowers is a proud member of Alpha Kappa Alpha Sorority, Incorporated, and has a personal mission and commitment to improving her community and volunteers for several local Detroit charities and nonprofits, additionally serving as the PR Manager for the Real Life 101 Scholarship and Mentoring Program from 2012 -2016. Bowers is also a member of the National Black Public Relations Society.