



Fairfield County Community Foundation

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For Immediate Release with Image

[How to Adapt When Everything Around You is Changing:
A Nonprofit Organization Survival Guide on September 21](#)

FAIRFIELD, CT (August 29, 2011) – On Wednesday, September 21 at 4pm author Brian Reich will discuss *How to Adapt When Everything Around You is Changing: A Nonprofit Organization Survival Guide* at the Westport Country Playhouse. Presented by the Cultural Alliance of Fairfield County and the Fairfield County Community Foundation, the event will provide essential strategies the nonprofit community can use to take advantage of rapidly changing technologies and new communication techniques in our uber-connected society. Brian Reich is the author of two books on technology and organizational behavior – [Shift & Reset: Strategies for Addressing Serious Issues in a Connected Society](#) (Wiley, 2011) and [Media Rules!: Mastering Today's Technology to Connect With And Keep Your Audience](#) (Wiley, 2007). Attendance is free, but reservations are requested by contacting info@culturalalliancefc.org or calling 203-256-2329. Copies of [Shift & Reset](#) will be available for signing and purchase at a discounted price of \$25. The Westport Country Playhouse is located at 25 Powers Court, Westport, Connecticut 06880.

In these challenging economic times, it is more important than ever for nonprofits to focus on shaping policy, building capacity, developing talent, improving their marketing, fundraising, and developing partnerships for organizational success. Shift & Reset outlines how organizations must operate and what happens when they don't re-think their work, and features interviews with over 25 of today's best thinkers, authors, and organizational leaders. Additionally, the book equips nonprofit professionals with a set of three core principles, a five-step checklist of immediate action items, as well as a list of ten "must-reads."

Brian Reich is senior vice president - global editor for Edelman, where he provides editorial vision and strategy for the company. He is well known for his expertise in new media, Web 2.0, social networks, mobile, community, ecommerce, brand marketing, cause branding, and more. Brian is the author of [Shift & Reset: Strategies for Addressing Serious Issues in a Connected Society](#) (Wiley, 2011) and co-author of [Media Rules!: Mastering Today's Technology to Connect with and Keep Your Audience](#) (Wiley, 2007). Learn more about Brian at www.shiftandreset.com.

The mission of the Cultural Alliance of Fairfield County is to support cultural organizations, artists and creative businesses by providing promotion, services and advocacy. The Cultural Alliance of Fairfield County recognizes the region's diversity, distinctive resources and traditions and champions a future in which: There are adequate resources to enable arts and cultural organizations and artists in all disciplines to flourish; Policy makers and business leaders understand that the creative economy is a key contributor to the community's economic prosperity, effective education and a civil society; Information about cultural opportunities throughout the region is easily accessed by citizens; and Fairfield County as a whole is viewed as a cultural destination. For more information contact Ryan Odinak, Executive Director, by calling (203) 256-2329, emailing info@CulturalAllianceFC.org, or visiting www.CulturalAllianceFC.org.

The Fairfield County Community Foundation promotes the growth of community and regional philanthropy to improve the quality of life throughout Fairfield County. Individuals, families, corporations and organizations can establish charitable funds or contribute to existing funds. The Foundation also provides philanthropic advisory services, and develops and leads initiatives to tackle critical community issues. It is in compliance with the Council on Foundations' national standards for community foundations. The Foundation has awarded \$123 million in grants to nonprofits in Fairfield County and beyond. For more information, visit www.fccfoundation.org.

Image to accompany this release: *Shift&Resetcover.jpg*

Caption: *Come to How to Adapt When Everything Around You is Changing: A Nonprofit Organization Survival Guide, With Special Tips for Arts Organizations on September 21 at the Westport Country Playhouse.*

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