

Contact: Lauren Gawthrop, Impressions Marketing
Lauren@BeVeryImpressed.com, 859-363-6441

[Click to watch and download the campaign video](#)



“Nonprofits Get It Done” Campaign Launches to Defend and Reaffirm Vital Role of Nonprofits in Well-Being of Kentuckians

TV, Digital, and Radio Campaign Highlights How Local Nonprofits Strengthen Communities, Serve Neighbors, and Improve Lives Across the Commonwealth

LEXINGTON, Ky. – Kentucky Nonprofit Network (KNN), the state association of charitable nonprofits, announced the official launch of a new, Kentucky-branded ad campaign, Nonprofits Get It Done, on Monday. KNN joins the National Council of Nonprofits (NCN), a network of more than 30,000 nonprofits across the U.S., in the creative campaign intending to highlight how nonprofits show up for those in need, solve problems, and serve local communities and neighbors every single day.

In Kentucky, nonprofits are vital to the health and success of local communities, feeding families, supporting children, and strengthening neighborhoods. The Nonprofits Get It Done campaign highlights just a few of KNN's 1,200 member organizations such as: Boys and Girls Clubs of Appalachia, which sets kids up to reach their full potential with their nine clubs across Southeastern Kentucky; Yes Arts in Frankfort who uses the arts to engage young people and the community in programs that promote healing to disrupt the cycle of addiction; and Nursing Home Ombudsman Agency of the Bluegrass, which protects and demands the highest quality care for elderly and disabled nursing home and assisted living residents statewide. These are just a few examples of how nonprofits across the Commonwealth deliver real solutions to real needs every day.

“Nonprofits Get It Done offers a celebration of the everyday impact nonprofits make, uplifting the people, places, and possibilities they help bring to life across Kentucky every day,” said Danielle Clore, CEO of KNN. “Using real stories of actual nonprofits, Nonprofits Get It Done reminds Kentuckians that charitable nonprofits are essential partners in creating stronger Kentucky communities.”

The campaign complements the conversations nonprofit leaders are having with federal, state, and local leaders to ensure nonprofits continue to receive the funding and partnerships necessary to serve communities in vital ways that the government and private businesses cannot. Nonprofits are your neighbors who provide urgent, even life-saving help. They're often the first people on the ground in times of natural disasters, they assist the elderly and the hungry, they provide crisis support for those facing health emergencies, and much more.

Despite their value to their communities, nonprofits are currently under fire in Washington. The campaign encourages the public to raise their voices and urge lawmakers to take action to protect and empower these organizations that serve as the backbone of American society.

“Nonprofits are deeply embedded in the daily lives of every Kentuckian,” added Clore. “The Nonprofits Get It Done campaign highlights Kentuckians and organizations doing the work and calls on all of us to support them. It is a reminder that nonprofit staff and volunteers are our family members or our neighbors, and when it comes to making an impact in communities and bettering our Commonwealth, nonprofits get it done.”

Kentuckians interested in learning more and getting involved, including letting lawmakers know they value the work nonprofits do in our communities, can visit kynonprofits.org/nonprofits-get-it-done.

KNN was founded in 2002 and exists to strengthen and advance the Commonwealth's nonprofit organizations through quality education; sharing of nonprofit management recommended practices and resources, time and money-saving member benefits; and a unified public policy voice for its 1,300+ member nonprofits. Nonprofit organizations are critical to Kentucky's quality of life and also serve as an important economic engine, employing one in 10 of the state's private sector workforce.

###