

EPHRAIM GOPIN



Ephraim Gopin is a third-generation nonprofit executive and fundraiser. In 1993 while a senior in university, he led his first major fundraising campaign in memory of an esteemed faculty member who had recently passed away. Donations surpassed the goal by 20% and he organized a dedication ceremony, attended by 1,000 people. Ephraim, whose family had a close connection to the faculty member, was the event's keynote speaker.

After receiving his MBA from Boston University, Ephraim began his nonprofit career as an alumni director and fundraiser, charged with reconnecting stateside alumni with their overseas *alma mater*. He successfully engaged more than 75% of the alumni and managed all aspects of the annual Dinner, which soon became the institution's largest and most successful annual fundraising event.

Ephraim has also worked as a grant writer, marketing and sales director and event organizer for various nonprofits. In 2007 he was appointed CEO of Gan Harmony, the first inclusive nursery in Israel, where children with and without disabilities learned together. He managed a staff of 40 and led all fundraising activities. Ephraim very much enjoyed working at Gan Harmony because it combined his passion for utilizing best management practices while working with children in a unique environment.

In 2013, Ephraim worked on 'the other side of the table' as Director of Communications for a global, private family foundation. This eye-opening experience gave Ephraim an understanding of how foundations operate and make decisions regarding grantees.

By rebranding the foundation, carrying out the marketing strategy he formulated, creating compelling content, establishing their presence on social media and working with media outlets online and offline, Ephraim increased the foundation's visibility and they became the leading voice in the global Jewish community on the issue they advocate for: the full inclusion of people with disabilities into society. To do this, Ephraim placed 300+ op-eds, interviews, press articles and quotes for both print and online media; tripled web traffic; revamped the blog to turn it into the leading voice in the field; and created a monthly advocacy e-newsletter which had a 40% open rate and a CTR triple the industry average.

In addition to his nonprofit work, Ephraim also worked for a number of hi-tech companies, including companies with 10,000,000 users and those just starting out with initial seed funding. He also served as a ghost writer for an MIT trained engineer. Seriously.

Ephraim currently heads 1832 Communications, an agency powered by data. 1832's data inspired approach helps nonprofits and small and midsize businesses grow their user base and customer lists, increase donations and sales and build brand awareness both online and offline.

One of 1832's current clients is I Support The Girls (ISTG), a global nonprofit based in Maryland. ISTG collects and distributes bras and feminine hygiene products to women experiencing homelessness. Ephraim serves as the global director of communications but is also involved in corporate partnerships, grant writing, hiring, website development, volunteer, research and project management. He recently managed ISTG's year-end direct mail appeal, which surpassed the target set out by ISTG's director.

In his spare time, Ephraim loves to cook new recipes, do puzzles, cheer loudly for Boston sports teams and sing 80s pop music tunes. You can usually find him on Twitter (@EphraimGopin) waxing nostalgic about 70s and 80s pop culture. Ephraim is a proud, card-carrying member of Gen X, The Fluffernutter Sandwich Generation.

Although born in New York, Ephraim lived in Boston, Jacksonville, FL, New London, CT and Toronto as a child. For the past 22 years, Ephraim has resided in Israel and is the proud father of 3 young adults, all of whom disapprove of Ephraim being on Snapchat.

YOUR DAILY DOSE OF NONPROFIT NEWSLETTER

In March 2019, Ephraim launched the Your Daily Dose of Nonprofit Newsletter (YDDN). Every Monday to Thursday, content is delivered to your Inbox that is relevant to any nonprofit role you fill. The goal is to allow nonprofit professionals personal growth and professional development without having to spend time searching for the information they need to learn about.

YDDN has covered tens of topics, including: digital marketing, management, SEO, communications, Boards, copywriting, video, fundraising, storytelling, web design, event planning & much more. Ephraim adds his commentary and insights to each article. The feedback to YDDN has been excellent and subscribers engage with Ephraim about the various articles.

SPEAKING AND WRITING ENGAGEMENTS

Over the last decade, Ephraim has been a presenter and speaker on topics related to fundraising, social media, copywriting, marketing and storytelling. Among his speaking engagements, Ephraim has spoken to:

- Global participants of the Fundraising Success Online Creative Summit about creating a social media strategy and how to utilize each platform to successfully engage followers.
- Jewish Federations of North America executives on how to effectively use storytelling as part of their marketing mix.
- A group of 50 young, immigrant fundraisers to Israel. The session included a presentation on using social media for fundraising and a Q&A related to management, marketing, communications and fundraising in Israel and abroad.
- Nonprofit CEO's. Ephraim presented them with an in depth look at formulating and implementing a social media and marketing strategy, creating engaging content and how people consume content via mobile.

In addition to speaking engagements, Ephraim is a sought after writer for numerous online publications. He has authored posts for Joe Waters' 'Selfish Giving' blog, the leading blog on cause marketing and corporate partnerships. He has written about social media burnout, the future of Facebook, the cost of free (the cost for nonprofits consistently looking to receive services from outside vendors for free) and use of video as part of a nonprofit's efforts to engage. Ephraim has also authored many articles on nonprofit leadership, disability and philanthropy.

In 2012, Ephraim authored the cover story for Fundraising Success Magazine, entitled: Social Media Does NOT Equal Fundraising! The article explored in-depth the fantasy of "tweet it and they will donate" and the reality of social media being one part of a larger marketing mix. The article provided tips for how to use social media properly and effectively to build an audience, which will eventually lead to an increase in donations.