

The Nonprofit Alliance Releases PSA Spotighting the Crucial Role Nonprofits Play in Society

Moore, a founding corporate member of TNPA, donated production and distribution services to help charities thank donors and urge continued support of their life-changing work

WASHINGTON ([PRWEB](#)) November 16, 2021 -- [The Nonprofit Alliance \(TNPA\)](#) announces the launch of their new television public service announcement (PSA) that thanks generous donors, highlights the impact nonprofits have in the U.S. and around the world and urges viewers to give their support. [The PSA](#) coincides with the TNPA [#ChangetheWorldChallenge](#) that was launched on social media channels to encourage the public to make donations in lieu of traditional holiday gifts.

The We Change the World PSA highlights organizations and volunteers responding to natural disasters, feeding the hungry and saving animals — services that have seen a steep increase in need over the last two years. TNPA, whose members are nonprofits and the business community that supports them, hopes this PSA will urge the public to continue donating to support the good work of these important nonprofits.

“This project is a true collaboration of many of our members who are boots on the ground making a difference in communities across the world during this time of increased need. It also honors the donors who support the life-changing work these nonprofits do,” said Shannon McCracken, chief executive officer of TNPA.

The PSA was developed and distributed by Moore, a leading constituent experience management (CXM) company dedicated to serving nonprofit, association and political clients. Moore donated production and distribution services through their companies Targeted Content Marketing (TCM) and 1st Degree. TNPA will connect with broadcasters by using the nation’s leading public service media distribution and reporting platform PSAdirect, a service of 1st Degree.

“We have seen nonprofits like the ones featured in this PSA rise to meet the unprecedented challenges of the past year to fill critical gaps in society,” said Gretchen Littlefield, chief executive officer of Moore. “We are proud to partner with nonprofits and support this important project to shine a light on the work they do every day, thanks to the support of their generous donors, to make the world a better place for us all.”

“We hope the PSA and [#ChangetheWorldChallenge](#) encourage donors to give to many nonprofit missions this holiday season. Now more than ever is the time to donate to a charity as your gift of choice. While some industries may have inventory shortages, for charities, there is never a shortage of needs they can fill,” said McCracken.

TNPA and Moore urge everyone to join the [#ChangetheWorldChallenge](#) by donating, sharing the hashtag on social media channels and to view their PSA at [PSAdirect.com/client/tnpa](#). To learn more about these important nonprofits and ways to support them, visit [tnpa.org](#).

About The Nonprofit Alliance

[The Nonprofit Alliance](#) exists to foster the development and growth of nonprofit organizations and to protect the vital services they provide, as well as the donors, members, partners and volunteers who support them. Members represent a diverse landscape of causes and include industry experts who help nonprofits in their public outreach, fundraising and resource development. For more information, visit [tnpa.org](#).



About Moore

[Moore](#) is a leading constituent experience management (CXM) company focused on the integration of the donor experience across all platforms, channels and devices. With over 3,000 employees in 37 locations across the country, the company provides strategy, creative, data, media, production and analytic services powered by an ongoing investment in next-generation artificial intelligence and machine learning to nonprofit, political and association clients. Moore is a recognized key contributor in strengthening these sectors.



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Online Web 2.0 Version

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