

Jacobson discusses non-profits in leading business publication

Tim Jacobson, CEO of Visionær Consulting & Communications, LLC, a business headquartered in Boscobel, was quoted extensively in a recent article by The Nonprofit Times, which bills itself as the leading business publication for nonprofit management. The article covers the subject of celebrity endorsements of nonprofit organizations and highlights the recent split between Hollywood actress Scarlett Johansson and Oxfam International.

Jacobson, who has written about nonprofit marketing and fundraising, including the subject of celebrity endorsements, was interviewed to give his assessment of the Johansson-Oxfam breakup and lessons that can be learned by other charities considering ties to famous people.

The magazine conveys Jacobson's advice that nonprofits seeking a celebrity spokesperson need to find someone highly credible and passionate about their cause. "Don't just latch onto someone with a big name," Jacobson said. "The celebrity has to truly believe in the social cause and they're not just doing it for PR. That could help limit later disagreements over a political or social issue."

The article, which can be found online at www.thenonprofittimes.com/news-articles/johansson-oxfam-split-on-

[west-bank-issue/](http://www.thenonprofittimes.com/news-articles/johansson-oxfam-split-on-west-bank-issue/), mentions Jacobson's business, Visionær Consulting and Communications, as well as the City of Boscobel, Wisconsin,

where the consulting company is located.

"I'm glad to have been able to share some of my nonprofit marketing knowledge with The Nonprofit Times," Jacobson said. "My goal is to strengthen and inspire leaders of charitable organizations,

to empower them to realize their amazing potential to do good. Getting celebrities to take a public stance in support of a charitable cause is a wonderful thing."

Jacobson pointed out that there are celebrities located right here in southwestern Wisconsin who have been advocates for charitable causes and organizations. "I've been privileged to work with Emmy-winning filmmaker Neil Rettig from rural Prairie du Chien, 'Last River Rat' author Kenny Salwey from Buffalo County, and famed Crawford County author Ben Logan to promote land conservation. Those guys are wonderful," Jacobson added.



TIM JACOBSON