

mission FORWARD

with CARRIE FOX

ABOUT THE SHOW

Each episode of the Mission Forward podcast takes listeners through a thought-provoking and perspective-shifting conversation on the power of communication.

Our Host Carrie Fox, award-winning social impact communications expert and B Corporation™ leader

Our Listeners Purpose-driven leaders, executives, and mid- to senior-level communicators

Our Goal Support and activate our listeners in becoming communicators for change

MEET CARRIE FOX

Carrie Fox believes in the power of communication to change the world. She's spent the last two decades guiding organizations and their leaders to be more authentic in their words, equitable in their strategies, and intentional about their impact.

Founder & CEO

Mission Partners, a women-owned social impact communications firm and Certified B Corporation™.

2024 Real Leaders Award
Top Company of Impact

2021 Silver Stevie Award
Best Women-Run Workplaces

2021 Best Places to Work
Inc. Magazine

Author

More Than Words: The Communications Practices of Courageous Leaders
(May 2023)

Adventures in Kindness
(Mission Partners Press, May 2020)

Weekly column,
"Finding the Words"

Thought Leader

Social impact communications expert and champion for business as a force for good.

2022 Women Making History
Montgomery County Commission for Women

2022 Ignatian Citizenship Award
Loyola University Maryland

2021 Real Leaders Award
100 Women of Impact

Impact Driver

Communications counsel to hundreds of nonprofits, foundations, and socially responsible companies, including:

ALSAC/St. Jude Children's Research Hospital, Democracy Fund, Wikimedia, NPR, Slack, Mental Health America, Public Health Communications Collaborative



AT-A-GLANCE



Launched in 2020



125+ Episodes



9 Seasons

BY THE NUMBERS



5.8K+ Monthly Downloads



75% Play-Through Rate



5 Star Average Rating



8K+ Connections



80+ Guest Experts

Listened to by Experts
Across Sectors

Advertising · Public Relations
Marketing · Design · Strategy ·
Philanthropy · Corporate Social
Responsibility ·
Diversity, Equity, & Inclusion



missionforward.us



hello@missionforward.us



@mission-forward-us

MEET OUR LISTENERS

With just the right mix of practical and inspiring content, we talk through topics that our listeners are experiencing right now—from how to tackle tough conversations, to how to best challenge stereotypes, and how we can build bridges across the issues that divide us.

 **38**
Countries

 **50%**
Senior Managers & Execs

 **57%**
Advanced Degrees

Most Commonly-Held Titles of our Listeners: Executive Director, CEO, COO, Chief Development Officer, Directors of Communications, HR, Strategy, Innovation, Community Manager

The Mission-Driven Executive

Who They Are

- The executive director/CEO of a purpose-driven organization.
- Top 25 Media Markets

How They Think About Communications

They didn't see themselves as a communicator initially—until they realized that as a leader and spokesperson, they are. Now, it's up to them to be the kind of communicator that their team and their mission need.

Why They Listen

Inspiration and accountability to make tough, meaningful decisions in service of equity and impact.

The Courageous Comms Pro

Who They Are

- Senior-level director of communications at a national nonprofit organization.
- Top 50 Media Markets

How They Think About Communications

Communication is their craft, and they want to use it for good. In everyday moments or in the big strategic planning sessions, they are thinking about the ways they can move the needle, and make sure their communications sync up with their values.

Why They Listen

Dot-connecting, meaningful stories and insights. Words from people they trust because they pair it with action.

WHAT PEOPLE ARE SAYING



Fresh Perspectives on Critical Topics

Carrie Fox effortlessly holds conversations with thoughtful leaders who offer diverse perspectives on the topics we should be paying attention to today. Can't wait for the next season!



Insight and Warmth in Every Episode

Authentic, insightful conversations that drive curiosity and growth!



Key source for social good communicators

As someone who's worked in social change for over 20 years, I appreciate these conversations so much. The breadth and diversity of voices and experiences make the series not just useful, but inspirational.



Fueling My Work

I love and appreciate the thoughtful conversations that fuel our work and support organizations in moving their mission forward!



MEET OUR GUESTS

Mission Forward host Carrie Fox sits down each episode with a leader driving impact and advancing equity in their field. The award-winning podcast has featured experts and visionaries from all across the country and across sectors—including journalism, philanthropy, public health, environmental conservation, and social justice.

MISSION FORWARD GUESTS

- Nonprofit executives
- Groundbreaking entrepreneurs
- MacArthur Fellows
- Pulitzer Prize-winning journalists
- Best-selling authors

FEATURED GUESTS



Edgar Villanueva
Award-winning Author, Principal,
Decolonizing Wealth



Ashton Lattimore
Editor-in-Chief,
Prism



Dan Buettner
National Geographic Explorer,
Author, *The Blue Zones*



Natalie S. Burke
Award-winning Speaker and CEO,
CommonHealth ACTION



Mitch Alborn
Best-selling Author,
Tuesdays with Morrie



Jennifer McCollum
CEO of Linkage,
a SHRM Company



Mia Birdsong
TED Speaker, Author,
How We Show Up



Craig Newmark
Founder of Craigslist,
Craig Newmark Philanthropies



FEATURED EPISODES

- [Reclaiming News as a Public Good](#)
- [Human-Centered AI in the Workplace](#)
- [Decolonizing Wealth in Big Philanthropy](#)
- [Communications to Power Mental Health](#)
- [At the Heart of Community](#)
- [Storytelling for Good](#)
- [How Racism Harms All of Us](#)
- [When Equal is Not Equitable](#)



PARTNERSHIP LEVELS



Tier 1: Season Underwriting Sponsor

20 Episodes – \$20,000

(Only 1 season underwriter)

- 45-second ad live-recorded by Carrie in each long-form episode
- 20-second ad live-recorded by Carrie in each short-form episode
- Company link and logo in show notes and on the website
- Company logo on website all season
- Evergreen for the lifetime of the episodes
- Logo inclusion on show art and social graphics for the season (LinkedIn)



Tier 2: Mission Mover

1 Month – \$1,000

- 30-second ad pre-recorded by Carrie
- Company link in show notes
- Ad runs on ALL Episodes during the selected time period
- Sponsor link included in social media posts (LinkedIn)



Tier 3: Episode Accelerator

1 Episode – \$750

(Max 3 episodes per season)

- 30-second evergreen ad live-recorded by Carrie
- Post-roll ad reminder at end of the show
- Company link and logo in show notes and on episode show art
- Sponsor link included in social media posts (LinkedIn)

LET'S PARTNER!

Who: Values-aligned, social impact organizations and individuals looking to get your message to our audience.

Why: Your investment supports the sustainability of the podcast, and together we'll be supporting communicators for change across the globe.

How: Let's connect on your vision.

Email hello@missionforward.us

LOOKING TO CUSTOMIZE YOUR EXPERIENCE?

Collaborate with our host to create a Mini Series where we curate the content, theme, and guests together, in partnership with your mission.

- 30 second ad live-recorded by Carrie
- Company link in show notes
- Exclusive series sponsorship
- Evergreen for the lifetime of the episode
- Inclusion of logo on show art and LinkedIn posts

2 Episodes – \$4,000

3 Episodes – \$5,000

