



#MentorTalks for Thursday, January 28, 2021

## Social Media Toolkit

**#MentorTalks**  
Starting a Successful  
Nonprofit

*Julia Beabout*  
Co-founder of Tech in the Tenderloin

*Brian McCarty*  
President & Executive Director, War Toys

Thursday, January 28,  
at 1 PM EST

### **#MentorTalks: Starting a Successful Nonprofit with Julia Beabout & Brian McCarty (Facebook Live)**

#### **Program Description**

Are you ready for a fresh start? Join exchange alumni Julia Beabout and Brian McCarty on MentorTalks Thursday, January 28, 2021 at 1:00 p.m. EST to discuss their experiences starting and sustaining successful nonprofit organizations.

Transforming an idea into a business is no easy feat. On this MentorTalks episode, Julia and Brian will share their startup tips and strategies, and discuss how they harnessed their exchange experience - and exchange alumni opportunities - to hone their craft and expand their professional network. What would you like to ask them? Visit [@internationalexchangealumni](#) on Facebook and send us your questions, tagging [#MentorTalks](#).



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## Speaker Biographies



### **Julia Beabout, Co-founder of Tech in the Tenderloin**

Julia is CEO and Creative Director of Novaby, an award-winning digital art production company specializing in virtual 3D experiences and augmented reality (AR) Placemaking, as well as co-founder of Tech in the Tenderloin (TNT), a non-profit that connects low-opportunity youth and families with high-opportunity tech through fun activities and events.

In 2012, Julia participated in the U.S. Department of State's Critical Language Scholarship (CLS) program in China. Following her CLS program, she participated as an exchange alumni in the Alumni Thematic International Exchange Seminar (Alumni TIES) on [Climate Change, Global Affairs, and the Digital Age](#) in 2016, as well as the 2019 TIES on [Art, Culture, and Transforming Conflict](#). These alumni experiences had a profound impact on her life and helped shape her subsequent career directions.

Julia has a BS in Architectural Engineering and an MA in Asian Studies. She is a registered Professional Engineer (PE) and LEED Accredited Professional.



### **Brian McCarty, President & Executive Director, War Toys**

Brian is President & Executive Director of War Toys®, a California-based nonprofit organization that positively impacts the lives of children who have been affected by war. Through art and conflict transformation, Brian hopes to tell the stories that aren't being told by advocating for children who have been affected by war.

As a Fulbright Specialist in China, Brian worked with the Hong Kong Polytechnic University School of Design (PolyU) to help create toys that will provide support for children in warzones, with an understanding of how toys can shape and reflect our culture. He also participated in the 2019 Alumni TIES on Art, Culture, and Transforming Conflict.

Brian's work has been exhibited by museums and universities, acquired by prominent collectors, and covered by *The New York Times*, *Washington Post*, *Guardian*, *Wired*,



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*Al-Jazeera, Reuters, BuzzFeed, Huffington Post*, and countless other publications around the world.

## Event Details - Snapshot

<b>Title</b>	#MentorTalks: Starting a Successful Nonprofit with Julia Beabout & Brian McCarty
<b>Date and Time</b>	Thursday, January 28, 2021 at 1:00 PM EST
<b>Watch Page URL</b>	<a href="https://facebook.com/InternationalExchangeAlumni">facebook.com/InternationalExchangeAlumni</a>
<b>Format</b>	30-minute Facebook Live with live Q&A
<b>Topic</b>	Creating and sustaining a successful nonprofit organization
<b>Audience</b>	Alumni of U.S. government-sponsored exchange programs, social entrepreneurs, and individuals aspiring to build successful nonprofit organizations.
<b>Hashtags</b>	#MentorTalks (program hashtag) #ExchangeAlumni, #NationalMentoringMonth #Fulbright75
<b>Accounts</b>	<b>FB:</b> @InternationalExchangeAlumni, @CLSscholarship, @Fulbright, @eapmediahub, @mccartyphotoworks, @julia.beabout, @USAinHKMacau <b>Twitter:</b> @ExchangeAlumni, @FulbrightPrgrm, @CLSscholarship, @USA_China_Talk, @eAsiaMediaHub, @juliabeabout, @MrBrianMcCarty, @USAinHKMacau <b>IG:</b> @22.33_stories @clscholarship @the_fulbright_program

## Promotional Banners and Images

Download here (bottom of page):

[https://interactive.amedit.lab.prod.getusinfo.com/iip\\_event/mentortalks-nonprofit-success/](https://interactive.amedit.lab.prod.getusinfo.com/iip_event/mentortalks-nonprofit-success/)



#MentorTalks for Thursday, January 28, 2021

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## Sample Social Media Posts

### Facebook and Instagram

[schedule for any time]

Do you want to change the world through a new non-profit, but don't know how to start? Join #MentorTalks with #ExchangeAlumni @julia.beabout and @mccartyphotoworks on Thursday, January 28, 2021 at 1:00 p.m. EST [edit for local time] to learn how they founded their own non-profits and found success! @Fulbright @CLSCholarship @eapmediahub @USAinHKMacau #NationalMentoringMonth #Fulbright75

Follow our page to receive updates!

[facebook.com/InternationalExchangeAlumni](https://facebook.com/InternationalExchangeAlumni)

[use Facebook or Instagram graphic]

[schedule for any time]

How can augmented reality help a community? Find out from award-winning architect, social entrepreneur, and #ExchangeAlumni, on the next episode of #MentorTalks! Julia Beabout will talk about how her commercial and non-profit work feed into one another and answer questions about founding your own social enterprise.

Join us on Thursday, January 28, 2021 at 1:00 p.m. EST [edit for local time] at @InternationalExchangeAlumni! Ask questions and be inspired! @Fulbright @CLSCholarship @USAinHKMacau @julia.beabout @mccartyphotoworks @eapmediahub #NationalMentoringMonth #Fulbright75

link

[use Facebook or Instagram graphic]

[schedule for any time]

How did #ExchangeAlumni and photographer Brian McCarty's work helping children affected by war trauma lead to his startup, War Toys?



#MentorTalks for Thursday, January 28, 2021

## Social Media Toolkit

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Join us at @InternationalExchangeAlumni for the next episode of #MentorTalks on Thursday, January 28, 2021 at 1:00 p.m. EST [edit for local time] to find out how his @FulbrightProgram exchange experience informed his conflict-transforming work.

Ask questions and be inspired! @Fulbright @CLSscholarship @eapmediahub @USAinHKMacau @julia.beabout @mccartyphotoworks #NationalMentoringMonth #Fulbright75

[use Facebook or Instagram graphic]

[schedule for day before program]

TOMORROW at 1:00 pm EST [edit for local time]: Join fellow alumni of [Insert exchange program/U.S. Embassy handle] for #MentorTalks with #ExchangeAlumni Julia Beabout and Brian McCarty. They'll talk about how to take your change-making idea from concept to successful practice.

Got 30 minutes? You've got a mentor!

Send us your questions for Julia and Brian to [facebook.com/InternationalExchangeAlumni](https://www.facebook.com/InternationalExchangeAlumni) @Fulbright @CLSscholarship @eapmediahub @USAinHKMacau @julia.beabout @mccartyphotoworks #NationalMentoringMonth #Fulbright75

[use Facebook or Instagram graphic]

[schedule for day of program]

LIVE TODAY at 1:00 pm EST [edit for local time]: Watch #MentorTalks with #ExchangeAlumni Julia Beabout and Brian McCarty! Get 30 minutes of mentoring, inspiration and advice for social entrepreneurs.

Come ready to ask questions about everything from starting a non-profit to building your network and how you can use your exchange experience in your work!

[facebook.com/InternationalExchangeAlumni](https://www.facebook.com/InternationalExchangeAlumni) #ExchangeAlumni Follow @InternationalExchangeAlumni on Facebook to receive updates! Have your questions ready for Julia and Brian. @Fulbright @CLSscholarship @eapmediahub @USAinHKMacau @julia.beabout @mccartyphotoworks #NationalMentoringMonth #Fulbright75

[use Facebook or Instagram graphic]



#MentorTalks for Thursday, January 28, 2021

# Social Media Toolkit

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## Instagram

[schedule for any time]

Do you want to change your community? Want to know how to start? Tune into the next edition of #MentorTalks, with #ExchangeAlumni Julia Beabout and Brian McCarty! These two #changemakers will talk about how they founded their own non-profits and found success, from working in digital arts in the private and education sector to incorporating their experiences and knowledge into founding successful non-profits.

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@22.33\_stories @clscholarship @the\_fulbright\_program @brianmccarty  
@exchangeourworld  
#NationalMentoringMonth #Fulbright75

[use Instagram graphic]

[schedule for day of program]

LIVE TODAY at 1:00 pm EST [edit for local time]: Watch #MentorTalks with #ExchangeAlumni Julia Beabout and Brian McCarty! Get 30 minutes of mentoring, inspiration and advice for social entrepreneurs.

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Julia is not only the CEO and Creative Director of an award winning digital art production company, she's also the co-founder of a non-profit that connects low-opportunity youth and families with high-opportunity tech through fun activities and events!

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Brian is the President & Executive Director of a California-based nonprofit organization that positively impacts the lives of children who have been affected by war through art and conflict transformation.

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Join them both on the next edition of #MentorTalks! Come ready to ask questions about how they started their non-profits and how you can use your exchange experience in your work!

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Follow @InternationalExchangeAlumni on Facebook to receive updates! .

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#MentorTalks for Thursday, January 28, 2021

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@22.33\_stories @clscholarship @the\_fulbright\_program @brianmccarty  
@exchangeourworld  
#NationalMentoringMonth #Fulbright75  
[use Instagram graphic]

### Twitter

[schedule for any time]

Do you want to change the world but don't know how to start? Join #MentorTalks w/ #ExchangeAlumni @juliabeabout & @MrBrianMcCarty. 1/28 @1pm EST [edit for local time] to learn about non-profit success@FulbrightPrgrm @CLSCholarship @USA\_China\_Talk @USAinHKMacau @eAsiaMediaHub #NationalMentoringMonth <http://bit.ly/mentortalks>

[use Twitter graphic]

[schedule for any time]

Are you a changemaker looking for career advice? Join #ExchangeAlumni @juliabeabout & @MrBrianMcCarty on 1/28 @ 1pm EST for #MentorTalks! Ask questions and be inspired! [edit for local time] <http://bit.ly/mentortalks> @FulbrightPrgrm @CLSCholarship @USA\_China\_Talk @USAinHKMacau @eAsiaMediaHub #NationalMentoringMonth

[use Twitter graphic]

[schedule for any time]

Do you want to change the world? Join #ExchangeAlumni and non-profit founders @juliabeabout & @MrBrianMcCarty on 1/28 at 1pm EST [edit for local time] for #MentorTalks for your opportunity to learn how! <http://bit.ly/mentortalks> @FulbrightPrgrm @CLSCholarship @USAinHKMacau @USA\_China\_Talk @eAsiaMediaHub

#NationalMentoringMonth

[use Twitter graphic]

[schedule for any time]

#ExchangeAlumni & changemaker @MrBrianMcCarty has been using art therapy and toys to help children affected by war. Find out more on the latest edition of #MentorTalks,



#MentorTalks for Thursday, January 28, 2021

## Social Media Toolkit

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1/28 at 1pm EST [\[edit for local time\]](#) <http://bit.ly/mentortalks> @FulbrightPrgrm @USAinHKMacau @USA\_China\_Talk @eAsiaMediaHub #NationalMentoringMonth  
[use Twitter graphic]

[schedule for any time]

Did you know that AR can be used for community development? Join #ExchangeAlumni and award-winning design company CEO @juliabeabout on the next #MentorTalks! Come ask questions & be inspired! 1/28 at 1pm EST [\[edit for local time\]](#) <http://bit.ly/mentortalks> @CLSCholarship @USAinHKMacau @USA\_China\_Talk @eAsiaMediaHub #NationalMentoringMonth  
[use Twitter graphic]

[schedule for day before program]

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[use Twitter graphic]

[schedule for day of program]

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[use Twitter graphic]

[schedule for day of program, one hour prior to start time]

LIVE IN ONE HOUR: Tune into #MentorTalks with #ExchangeAlumni @juliabeabout & @MrBrianMcCarty at 1pm EST [\[edit for local time\]](#). Head over to FB now for the conversation! <http://bit.ly/mentortalks> @FulbrightPrgrm @CLSCholarship @USAinHKMacau @USA\_China\_Talk @eAsiaMediaHub #NationalMentoringMonth  
[use Twitter graphic]

[schedule for day of program, 30 minutes prior to start]





#MentorTalks for Thursday, January 28, 2021

## Social Media Toolkit

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LIVE IN 30 MINUTES: Tune into #MentorTalks with #ExchangeAlumni @juliabeabout & @MrBrianMcCarty at 1pm EST [\[edit for local time\]](#). Head over to FB now for the conversation! <http://bit.ly/mentortalks> @FulbrightPrgrm @CLSCholarship @USAinHKMacau @USA\_China\_Talk @eAsiaMediaHub [#NationalMentoringMonth](#) [\[use Twitter graphic\]](#)

[\[schedule for day of program, at start time\]](#)

LIVE NOW: Join the conversation with #ExchangeAlumni @juliabeabout & @MrBrianMcCarty on Starting a Successful Nonprofit on FB now! <http://bit.ly/mentortalks> @FulbrightPrgrm @CLSCholarship @USAinHKMacau @USA\_China\_Talk @eAsiaMediaHub [#NationalMentoringMonth](#) #MentorTalks [\[use Twitter graphic\]](#)