

Betsy Rosenblatt Rosso, Owner of Rosso Writing

When Betsy Rosenblatt Rosso was eight years old she launched a neighborhood newspaper that she typed on her dad's typewriter and sold door-to-door for a dime. Betsy knew then she wanted to be a writer. Since then she has honed her editorial craft significantly but maintained her commitment to telling stories that engage and matter to the community.

Owner of [Rosso Writing LLC](#), Betsy is a writer and editor who helps organizations tell their compelling stories so the people and communities they serve can thrive. While Betsy possesses particular expertise in writing about children, youth, families, education, and health, she is well-versed in a wide variety of nonprofit mission areas.

Understanding that good storytelling can take many forms, Betsy has spread the word about her clients' transformative work through websites, brochures, annual reports, electronic and print newsletters, blogs, articles, information kits, grant proposals, press releases, Facebook, and Twitter. She has worked with diverse clients and is skilled at interviewing and profiling the individuals who are the heart and soul of an organization and whose stories exemplify the organization's mission. She also works as a coach to help staff members of organizations hone their writing skills.

Before launching her consulting practice in 2006, Betsy served as communications officer for the Eugene and Agnes E. Meyer Foundation, where she created, wrote, and edited Meyer's monthly e-newsletter and wrote award-winning annual reports and web copy. Previously, she served as senior editor for BoardSource, where she edited the periodical *Board Member* as well as publications that strengthen nonprofit organizations by creating more effective boards of directors. Hired as communications assistant, Betsy rose to and created the position of senior editor during her five-year tenure.

Betsy has volunteered with nonprofits since before she was old enough to hold a job. She's served as candy striper, literacy tutor, fundraising walker, construction worker for Habitat for Humanity, appointment and referral maker for the Arlington Free Clinic, dinner server and board member for the Arlington Street People's Assistance Network, among other activities. She served as a mentor for Higher Achievement, where she taught literature to sixth-graders attending DC Public Schools, and as a writing coach for Posse Foundation scholars. Currently she helps elementary school students with writing and reading.

To learn more and read samples of and testimonials about Betsy's work, visit [RossoWriting.com](#) or [LinkedIn](#). You can also connect with Betsy on [Facebook](#) or [Twitter](#) at RossoWriting.

Selected Clients

Advocacy, Governance, Leadership, and Philanthropy

African American Nonprofit Network, Black Philanthropic Alliance, BoardSource, Center for Nonprofit Advancement, DC Action for Children, DC Vote, Executive Coaching Roundtable, Grant Managers Network, Grantmakers for Effective Organizations, Mosaica, Nonprofit Roundtable of Greater Washington, Venture Philanthropy Partners, Washington Regional Association of Grantmakers

Arts and Humanities

Arts on the Block, Arts on the Horizon, Theatre Alliance, The Theatre Lab

Children, Youth, Families, and Education

Advocates for Justice and Education, American University, Big Thought, Board of Child Care, Capital Area Asset Builders, Capital Partners for Education, Center City Public Charter School, City at Peace, CollegeTracks, Community Bridges, DCFYI, Falls Church-McLean Children's Center, Foster and Adoptive Parents Advocacy Center, Higher Achievement, IDEA Public Charter School, Life Pieces to Masterpieces, National 4-H Council, PBS, Sasha Bruce Youthwork, SBY YouthBuild, Teaching for Change, Theatre Lab, Thurgood Marshall Academy, WEDJ Public Charter School for the Performing Arts, Young Playwrights' Theater, Young Women's Project

Entrepreneurs and Small Businesses

Advocacy Communications International, Behavior Consultants, Greenwald Design, LEA Consulting Group, Onward Consulting, Tea With Mrs. B

Foundations

Arlington Community Foundation, Community Foundation for the National Capital Region, Public Welfare Foundation

Health and Mental Health

Alexandria Neighborhood Health Services, Inc., Association of Health Care Journalists, The Lewin Group, National Health Policy Forum, NoVA Scripts Central, Physician-Parent Caregivers, Regional Primary Care Coalition, Wendt Center for Loss and Healing

Human Services

American Humane Association, Community Family Life Services, Doorways for Women and Families, Hope and a Home, Navy-Marine Corps Relief Society, Reston Interfaith

Immigrant Issues

Asian Pacific American Legal Resource Center, Asian/Pacific Islander Domestic Violence Resource Project, Boat People SOS, Hispanic Committee of Virginia, Just Neighbors, Korean Community Service Center of Greater Washington, Tahirih Justice Center

Scientific Associations

The Optic Society of America, American Society of Ophthalmic Administrators, American Society for Microbiology

Selected Volunteer Experience

Abingdon Elementary School, classroom volunteer and PTA communications coordinator

Arlington Unitarian Cooperative Preschool, classroom volunteer and newsletter editor

Posse Foundation, writing coach and volunteer evaluator

Emerging Practitioners in Philanthropy, Washington, DC steering committee member

Higher Achievement, literature mentor

Catalogue for Philanthropy, application reviewer

Council on Foundations Wilmer Shields Rich Award for Excellence in Communications, judge

DCYITC, proposal reviewer

Arlington Street People's Assistance Network, board member and shelter volunteer

Education

College of William and Mary, Williamsburg, Virginia

BA, English with psychology minor

Oxford University, Oxford, England

Semester abroad with courses in literature and psychology

Awards

- Gold medal and two-time silver medal winner of Wilmer Shields Rich Award for Excellence in Communications for websites for www.meyerfoundation.org
- Gold and silver medal winner of Wilmer Shields Rich Award for Excellence in Communications for annual reports for Meyer Foundation annual reports