



News Release

For Immediate Release

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Advancing Macomb and Velocity Launch Storytelling Series *Tools will help nonprofit and business leaders elevate messages, engage stakeholders and inspire support*

Mount Clemens, Mich. (Sept. 24, 2025) – [Advancing Macomb](#), a 501c3 that convenes resources to solve community challenges and enrich the lives of Macomb County residents, has partnered with [Velocity](#), Macomb County's business and innovation hub in Sterling Heights, to host a free four-part storytelling series designed to help nonprofit and business leaders strengthen their communication and community engagement.

The series kicked off in August with a session led by Roop Raj of FOX 2 Detroit, who shared his expertise on crafting compelling stories. Three additional sessions are scheduled for this fall, each focused on developing practical storytelling skills to help nonprofit and business leaders communicate their messages more effectively.

The upcoming sessions will run from 1 to 2:30 p.m. and will be held at Velocity, located at 6633 18 Mile Road in Sterling Heights, Mich.

The sessions include:

- **Oct. 1, 2025 — Creating Visual Presentations Using Free AI Tools**
Speaker: Kendra Corman, marketing strategist and consultant
A hands-on session showing how to design dynamic visuals and decks that bring mission and impact to life using accessible, no-cost tools.
- **Oct. 29, 2025 — Using Vocal Projection Techniques to Get Your Organization's Message Across**
Speaker: Anita Greene, life coach
Practical techniques to strengthen voice, presence and delivery so your message lands with clarity and confidence in any room.
- **Nov. 19, 2025 — Tell Your Story, Win Their Support: A Pitching Workshop for Changemakers**
Speaker: Marc Alexander, co-founder and chief executive officer of Lite Raise
Guidance for crafting concise, compelling pitches that connect with key audiences.



“This series gives leaders practical tools to tell their stories more effectively so they can engage supporters, attract resources and deepen their impact,” said Phil Gilchrist, executive director of Advancing Macomb. “We’re excited to partner with Velocity to make these tools available to a broader audience.”

The program is open to all nonprofit and business leaders in Macomb County. Sessions are free, and pre-registration is encouraged. To register or learn more, visit advancingmacomb.com/nonprofit-roundtable. Participants may sign up for one or all three of the remaining sessions.

About Velocity

Velocity, an MEDC SmartZone, serves as a catalyst for cultural and economic transformation—driving innovation, reinvention, and business growth across Macomb County. Focused on manufacturing, technology, and defense, Velocity’s 34,000 sq. ft. campus in the Sterling Innovation District offers premier incubator, accelerator, coworking, and private office space to support businesses of all sizes.

The six-square-mile Sterling Innovation District encompasses 28 million square feet of industrial and high-tech space. Over the past five years, it has attracted billions in advanced manufacturing investments—including the revitalization of Velocity itself.

About Advancing Macomb

Advancing Macomb is Macomb County’s conduit for resources that improve quality of life. The 501c3 organization provides the philanthropic model and leadership needed to cement partnerships between the nonprofit, public and private sectors, identify and attract resources to fund major projects and programs, and increase Macomb County’s visibility. For more information about Advancing Macomb, visit advancingmacomb.com.

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