

THE RIGHT ANGLE

strategic
storytelling

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FOR IMMEDIATE RELEASE

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Experienced Nonprofit Executive Launches PR Startup in Berks

Wyomissing, PA...On April 30, 2021, Founder and PR Consultant & Strategist, Lori B. Donofrio-Galley, announces The Right Angle Strategic Storytelling LLC.

Making your business or nonprofit organization visible through strategic storytelling that elevates brand identity and reveals the human identity behind the brand to attract and engage clientele or supporters is the mission.

According to Donofrio-Galley, “For the past 23 years as a nonprofit executive, I have catalyzed a personal passion to leverage connections and cultivate resources using innovative strategies to raise the visibility of an organization. The creative public relations strategies and tools I have employed to build nonprofit capacity can be applied to business to achieve parallel successes.” Before entering the nonprofit sector, Donofrio-Galley gained professional experience as a writer, editor, researcher, and instructor.

The Right Angle Strategic Storytelling LLC recommends a tested approach that relies on the skills of investigative journalism. Working methodically with a client, Donofrio-Galley will conduct an “investigation” of the business or nonprofit as a precursor to designing a public relations plan. The PR Plan will advise, among other strategies, leveraging the powerful tool of storytelling to connect with new audiences, strengthen rapport with existing audiences, and distinguish a business or nonprofit from its competitors.

“Finding your point of connection—your 90 degrees of opportunity—has never been more vital than in our post-pandemic business climate,” noted Donofrio-Galley.

Visit www.rightangle.us.com to discover project-based, one-time, or longer-term consulting services for businesses and nonprofit organizations. A 30-minute free phone consultation is offered to prospective clients to determine a fit.

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