

# NATHAN S. EMPSALL

<https://nathanempsall.com/contact/>

Senior digital strategist, climate campaigner, and Episcopal seminarian with a proven record of results

## **EXPERIENCE**

### **Freelance Organizer and Digital Campaign Strategy Consultant**

**2010 – Present**

- Experienced online campaigner and writer with an excellent grasp of email and social media best practices, grassroots community organizing, multivariate testing, and theory of change for fundraising and advocacy
- Past and present clients include consulting firms, statewide and local Democratic candidates, the Yale Program on Climate Change Communication, progressive issue campaigns and non-profits, Change.org, and Care2,

United Nations Headquarters and Episcopal Church Center, New York City

### **Episcopal Church United Nations Intern**

**08/2017 – 05/2018**

- Work with the Presiding Bishop's staff on projects including the UN Framework Convention on Climate Change, the UN Commission on the Status of Women, and the UN Permanent Forum on Indigenous Issues
- Member of the Presiding Bishop's official delegation to the UN COP23 climate conference in Bonn, Germany

Mary Washington Hospital, Fredericksburg, VA

### **Clinical Pastoral Education - Hospital Chaplain Intern**

**05/2016 – 08/2016**

- Visited patients, families, and staff of all faiths and none in surgical and medical wards

Care2, Washington, DC

### **Senior Digital Strategist**

**09/2014 – 08/2015**

- Contacted citizen authors to optimize and promote their petitions to Care2 members and the press
- Created and promoted new online petitions, particularly around climate issues and Black Lives Matter
- Grew Care2's lists by hundreds of thousands of profitable new members with high retention rates

Sierra Club, Washington, DC

### **Senior Digital Innovation Campaigner**

**05/2013 – 09/2014**

- Selected and led online campaigns for the new SierraRise branding and email list using such tools as Convio, ActionSprout, Share Progress, Causes, CrowdTangle, and more
- Primary staffer for the Digital Innovation team's email testing program, data reporting, and fundraising
- Designed A/B and multivariate tests that increased share rates by 13% and donations by 20%-50%
- Wrote the Club's most viral alerts for 2013 and 2014; fundraisers consistently outperformed benchmarks
- Played a lead role in the successful campaign to pressure Google and Facebook into quitting ALEC

### **National Online Organizer, Beyond Oil Campaign**

**02/2012 – 05/2013**

- Designed and executed digital strategy and tactics for tar sands and green transportation campaigns
- Digital lead for the Forward on Climate Rally, one of NOI's "13 Best Organizing Moments of 2013"
- Gathered 207,000 comments against the Keystone XL pipeline, a Sierra Club record and successful campaign
- Convinced the State Dept. to require a presidential permit for the Alberta Clipper tar sands pipeline
- Wrote the Sierra Club's 2012 election IE emails and behavioral-psychology GOTV strategies

M+R Strategic Services, Washington, DC

### **Online Associate**

**10/2011 – 01/2012**

- Wrote and coded mass email messages and compiled data reports for non-profit clients, including the League of Conservation Votes, AARP, UNICEF, and Oceana
- Lead writer for a successful end-of-year fundraising series, outperforming the client's previous EOY

Democratic National Committee and Organizing for America, Washington, DC

### **Email Campaigner**

**08/2010 – 10/2011**

- Wrote and coded over 700 emails to millions of supporters on the OFA and DNC email lists in BSD
- Ran the OFA email mobilization program for online-to-offline volunteer conversions

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- Helped launch the Obama for America reelection campaign and email list
- Wrote for DNC rapid response projects, fundraisers, blog posts, Tweets, and Facebook posts
- Assisted with tests that proved mobilization emails can increase voter turnout, solicit donations without increasing unsubscription rates, and integrate multiple platforms and lists

Alliance for Climate Protection, Repower America Campaign, Omaha, NE

## **Faith Outreach Coordinator**

**09/2009 – 05/2010**

- Organized Nebraska clergy to address climate change and support clean energy legislation
- Wrote op-eds, planned events, researched Nebraska churches, and assisted other organizers

Episcopal Service Corps, Church of the Resurrection, Omaha, NE

## **Ministry Intern**

**09/2009 – 05/2010**

- Preached, designed and taught adult education classes, answered phones, visited hospital patients, assisted with worship, co-led the youth group, and performed other church jobs

Episcopal Church Office of Government Relations, Washington, DC

## **Public Policy Intern**

**06/2008 – 08/2008**

- Researched and wrote reports and e-mail alerts on a wide variety of issues including cluster bombs, the Indian Health Service, affordable housing, and African development

U.S. Senator Max Baucus (D-MT), Washington, DC

## **Agricultural Intern**

**03/2008 – 06/2008**

- Assisted the Senator's staff by attending meetings, answering constituent letters, and researching issues including the US Forest Service, energy, education, and the Farm Bill

Episcopal Diocese of Louisiana, New Orleans, LA

## **Disaster Response Intern and Tucker Fellow**

**09/2006 – 12/2006**

- Co-led a Ninth Ward distribution center, trained volunteers, and supervised a supply warehouse

*The Spokesman-Review*, Spokane, WA

## **Idaho Correspondent and Political Columnist**

**09/2001 – 12/2006**

Washington State Democrats, Spokane, WA

## **State Senate Field Organizer and Coordinated Campaign Intern**

**06/2006 – 09/2006**

Episcopal Diocese of Spokane, Spokane, WA

## **Communications Intern**

**06/2006 – 09/2006**

## **VOLUNTEERING AND ACTIVITIES**

- Concert goer, beginner violin student, and Americana music blogger at <http://hardtimesnomore.com>
- Active congregant and volunteer at St. Thomas's Episcopal Church, New Haven, CT
- Volunteer, Hillary For America headquarters, November 2016
- Volunteer, Bread for the City and the Washington Home & Community Hospices, 2011 – 2015
- Member of Biden for President (2008) New Hampshire Steering Committee

## **FELLOWSHIPS AND HONORS**

- Au Sable Graduate Fellow, for Christian environmental stewardship, 2016 – present
- Yale Center for Business and the Environment (CBEY) 2050 Fellow, 2016 – present
- Dartmouth College Tucker Fellow, for a Hurricane Katrina recovery internship, 2006

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## **EDUCATION**

Yale Divinity School, New Haven, CT

**Master of Divinity, candidate**

**2019, expected**

- Adviser: Miroslav Volf
- Episcopal postulant for ordination, Berkeley Divinity School at Yale

Yale School of Forestry and Environmental Studies, New Haven, CT

**Master of Environmental Management, candidate**

**2019, expected**

- Adviser: John Grim
- Presenter, inaugural Graduate Conference on Religion and Ecology, 4/21/2017, *Conservation and the Church: Five Case Studies Exploring Why Environmental Ministry is Lacking in Christian Congregations*
- Presenter, Yale Colloquium on Religion and Ecology, 11/14/16, *Federal-Indian Law: A Broader Context for Standing Rock and Oak Flat*

Dartmouth College, Hanover, NH

**B.A., Government and Native American Studies**

**09/2005 – 06/2009**