

¿qué más?

multicultural magazine
small business + nonprofit + community changemakers



Meet La Colectiva



CANDACE LOPEZ



MARE LOUGHRAN

In this issue, we're spotlighting

NO MAGIC, JUST METHOD

Successful fundraising is rooted in strategy, consistency, and connection.

LIBERATION THROUGH FASHION

Fashion + Inclusive Clothing as self-expression and liberation.

DIGITAL ACCESSIBILITY

The key to accessibility is better websites-not more technology.



**ISABEL MEDIA
STUDIOS**

¿qué más?

multicultural magazine

¿qué más? is a multicultural mag crafted with amor by Alyson + Rae Lynn, blending exclusive insights, estrategias, and stories that help amplify your mensaje across cultures. We're here to uplift small businesses y nonprofits making cambio in their comunidades.

Alyson Ramirez (she/her)
Co-Owner, Lead Multicultural
Communications + Branding Strategist

Rae Lynn Humphreys (they/them)
Co-Owner, Lead Copywriter + Creative
Development Strategist

OUR SERVICES

Branding + Identity

Más Marketing + Co. crafts authentic brand identities through cohesive visuals, clear brand voice, and consistent, cross-platform experiences - creating an impactful representation of your business from logo to copy **y mucho más.**

Digital Storytelling

We design compelling digital narratives that captivate audiences and build meaningful connections. From engaging social media content and action-driven email campaigns to reels and short videos, we ensure your voice resonates across the digital landscape.

Community Relations

Building bridges and fostering relationships with diverse communities is our favorite! Through strategic messaging, thoughtful event planning, and collaboration with community stakeholders, we help you build genuine, lasting connections.

Strategic Fundraising

We believe everyone deserves a seat at the table. We'll help you access funding in ways that reflect your mission and impact, with strategies that are inclusive, equitable, and aligned with your long-term growth goals. From grant writing to board training, we provide the tools and support needed to achieve your fundraising potential while reflecting your organization's impact.

iy mucho más!

IN THIS ISSUE

3

First Quarter Reflections

¡Bienvenides! We're happy to have you here.

4

Contributing Authors

Hear from Colectiva members, Mare + Candace!

5

Meet La Colectiva

From the West Coast, to the Fresh Coast, our creatives do it all.

7

No Magic Forumula in Fundraising

4 Tips to Strengthen Your Development Strategy.

10

Liberation through Fashion

Fashion + Inclusive Clothing as self-expression and liberation.

13

Make Your Communications More Accessible

9 Ways to elevate your digital communications and expand your audiences.

17

Revolutionary Reads

Need a book rec for your library, err "to-be-read pile"? We got you.

18

References + Glossary

Related articles, additional information, and definitions.



Más Marketing + Co. officially began operating in January 2025 — and it's been full speed ahead ever since. From the very beginning, we've been blown away by the support from our community. Your kind words, referrals, and trust have meant everything, and they've helped us build a strong foundation in just a few short months.

In our first quarter alone, we designed logos, crafted full branding kits, and supported clients with focus groups, marketing messaging, internal communications, and fundraising strategies. We've worked across industries and across time zones — each project different, but all rooted in a shared desire to grow with intention. [[View our Portfolio](#)]

It's with that same spirit that we're excited to introduce **La Colectiva** — our growing network of freelance creatives, photographers, and writers. In this issue, you'll meet some of the brilliant minds shaping our work and helping tell our clients' stories with care, creativity, and cultural fluency. These are the next generation of storytellers, designers, and visionaries — and when you work with Más, you're also working with them.

From the West Coast to the Fresh Coast, La Colectiva brings stories to life with heart and purpose. We center equity, multiculturalism, and inclusivity by honoring the full spectrum of identities — including race, gender, sexuality, disability, immigration, and language.

At Más, we believe powerful branding and storytelling should be accessible to all mission-driven organizations, especially those led by people of color, women, and queer folks navigating systemic barriers. These leaders often begin with fewer resources — but their work is often the most transformative.

That's why we offer a self-selected sliding scale rooted in trust, transparency, and mutual respect, allowing clients to choose the tier that fits their financial reality. [[Learn more about our Sliding Scale Pricing](#)]

We know we can't solve every systemic barrier. But this is one way we're committed to meeting people where they are — and helping them move forward. To those we've already worked with: thank you for trusting us with your vision. We're proud to be part of your journey.

Because somos más que your marketing team – we're an extension of your mission, your voice, and your values.

Alyson + Rae Lynn

Co-Owners, Más Marketing + Co.

Contributing Authors



Mare Loughran (she/they)

Mare Loughran is a storyteller and creative strategist who builds brands that connect. With a background in B2C marketing, copywriting, and brand messaging, they bring a people-first, multicultural lens to every project.

They recently launched Style with Mare, a personal styling business offering shopping, mood boards, closet edits, and style strategy to help clients express themselves with confidence.

Passionate about equity, sustainability, and intentional storytelling, Mare leads with empathy and creativity to shape a more inclusive world.

Candace Lopez is a seasoned nonprofit professional and founder of Small Seeds Consulting, where she supports small and growing development programs. With 20 years of experience in fundraising across cities like Austin, L.A., and San Francisco, Candace brings a passion for equity and inclusion to her work.

She's also the co-founder of Femmepire HQ, a networking space for professional queer femmes. A proud Texan now based in the Bay Area, she holds degrees from Pepperdine and UT Austin—and shares her home with her quirky rescue pup, Sugar Baybee.



Candace Lopez (she/her)

LA COLECTIVA

La Colectiva is our growing network of freelance creatives, writers, and photographers passionate about supporting small businesses and nonprofits through intentional, values-driven storytelling.

From the West Coast to the Fresh Coast, we bring stories to life with a deep commitment to equity, multiculturalism, and inclusivity – honoring the full spectrum of identities, including gender, sexuality, disability, immigrant journeys, and English language learners.

MULTICULTURAL MARKETING + DESIGN



EMMA CREVIER



MARE LOUGHRAN



NAOMI SILAS

FUND DEVELOPMENT



ROXANNE KIESLING



CANDACE LOPEZ



ABIGAIL PUNT

PHOTOGRAPHY + VIDEOGRAPHY



ISABEL MEDIA STUDIOS



DANI HOBSON



DAVID SPARKS

[VIEW THE FULL TEAM BIOS](#)

No Magic Formula in *Fundraising.*

By Candace Lopez



{ 4 Tips to Strengthen Your Development Strategy }

DEVELOPMENT IS HARD WORK, AND IT IS EVERYONE'S JOB. NO TWO DEVELOPMENT PROGRAMS LOOK THE SAME.

With thousands of non-profit organizations in this country, all different budgets, missions, and capabilities, it can be difficult to know where to start or where to prioritize when putting together a development program.

There is not a one-size fits all plan, but there are a few key elements you need for long-term sustainability.

do even más

"Do Even Más" highlights opportunities to take your strategy further. Look for additional insights, bonus tips, or recommended resources to help you amplify your impact.

1 Partner with your CEO

I know I know, this has to be the most common answer you've heard when it comes to "best practices," but it's true. Fundraising is everyone's job, and **getting your CEO on board is key in cultivating donors and securing transformative gifts.**

RECOMMENDATIONS

do even más

- **Schedule 60 minutes on your CEO's calendar** each month to review major donors and funders.
- Don't waste their time - **focus on high-level movement** and any moves you specifically want your CEO to make.
- This often includes **managing up** and tasks like drafting emails for them, scheduling meetings, keeping them accountable but it will go a long way with your donors.

2 Activate the Board

The board should be viewed as an integral part of the fundraising team. Board members play a crucial role in supporting development staff and the CEO—not adding to their challenges.

RECOMMENDATIONS

do even
más

- > Have each board member **complete an annual engagement plan** to set clear expectations.
- > **Provide small, manageable tasks** that align with their skills and interests, like thank-you calls and notes, or invite them to participate in donor-facing volunteer opportunities.
- > **Communicate regularly** about the impact of their involvement to reinforce their value.



3 Yearly Comprehensive Planning

You need a roadmap for the year, and the good news is there are planning templates for any size of organization. Having weekly, monthly, and quarterly goals will help keep you on track and can gatekeep your time from ambitious but not so helpful volunteers who have “a great idea” (we love our volunteers! But they do not always know best!).

Additionally, show of hands if you are a one-person shop? Having your stewardship, moves management, events, campaigns, etc can help to streamline work. The key to a small shop’s success is having systems in place so nothing falls through the cracks.

RECOMMENDATIONS

do even
más

- > **Put an annual plan together** in the first few months of the calendar year.
- > **Include benchmarks** at weekly, monthly, quarterly, bi-annual and annual intervals.
- > It should also include a **revenue tracker, stewardship plan, and key monthly tasks.**
- > Development planning can be a lot, and you can’t do it all. **Prioritize activities that offer the greatest return on time and effort.**



4

Strong Stewardship and Donor Engagement

In times of uncertainty, strong stewardship and consistent donor engagement are more important than ever. Research consistently shows that thoughtful stewardship directly contributes to donor retention and long-term support. Donors are also becoming more invested in organizations they support, and they want to know what is happening whether the news is good, bad or in between.

RECOMMENDATIONS

do even más

- **Incorporate a stewardship matrix** into your annual plan that outlines recognition and engagement strategies for donors at all giving levels. This ensures consistent outreach and reinforces the value of every contribution.
- **Mobilize your full team**—including board members, staff, and volunteers—in stewardship activities. Assign specific roles, such as quarterly thank-you calls or handwritten notes, to help share the responsibility and build authentic donor relationships.
- **Build in structure and creativity.** Schedule regular time for donor outreach (e.g., weekly donor calls), set reminders for touchpoints, and tailor acknowledgment efforts to reflect your organization's voice and values.
- **Stewardship doesn't need to be complicated**—but it should always be intentional, consistent, and heartfelt.

There is no magic fundraising equation.

There are so many variables that we can't control like an election year, the economy, or a pandemic. However, having a steady structure and a supportive team in place can put the fun in fundraising.

**UNSURE WHERE
TO START?**

**Contact Más for a free 30
minute consultation!**
info@somosmasmarketing.com

LIBERATION — *through* — fashion

By Mare Loughran

EXPRESSING MYSELF THROUGH CLOTHES CAN FEEL LIKE A DEEPLY PERSONAL PROCESS.

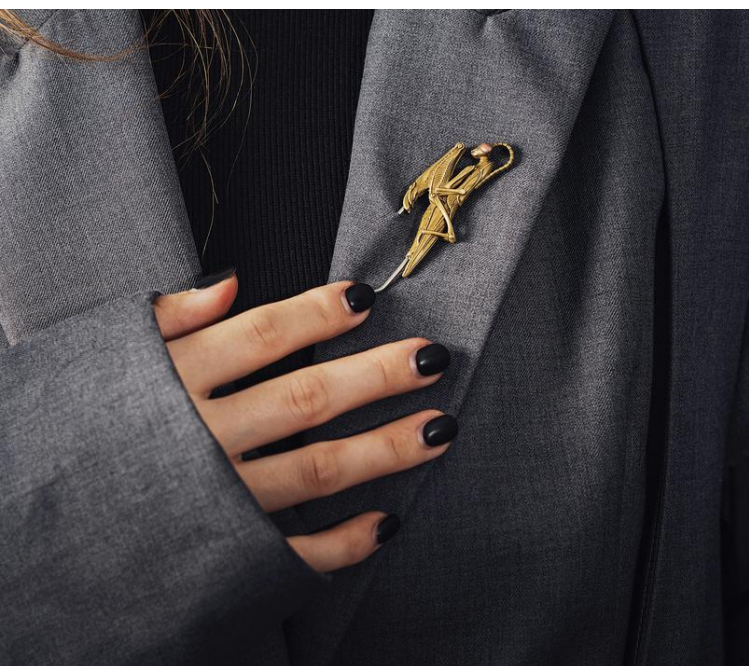
I want what I wear to reflect how I feel day to day. Growing up, I only ever felt like I could wear clothes deemed “feminine” and “girly” and today, the 29-year-old me doesn’t want to be boxed in by that. When I started to give myself permission to experiment with mixing styles seen as more “masculine” with more “feminine” styles, that’s when I really began to feel empowered by what I wore.

Being able to dress an oversized button up with a bright colored skirt and a baseball cap made me feel like anything was possible! These dress codes and rules we abide by were all just made up and it felt freeing to not be held back by how society expected me to dress.

MIXING STYLES SEEN AS MORE ‘MASCULINE’ WITH MORE ‘FEMININE’ STYLES, THAT’S WHEN I REALLY BEGAN TO FEEL EMPOWERED BY WHAT I WORE.

I want to experience style as a form of liberation through self expression and allow that to evolve and unfold however that looks over time. Exploring and understanding my style has helped me pay better attention to how I feel each day, feel more free from the constraints of capitalism and society, and embrace the unique human being that I am. Finding your style doesn’t have to feed overconsumption; in fact, learning how to develop your style can be inspired by thinking outside of the box and maybe even repurposing what you already own.





CURATING A COLLECTION

Personal style is about feeling at home in what you wear, it is a way of liberation from the confinements of society. It's not about following the latest trends but about tuning into how you want to show up in the world and from there, curating a collection that feels aligned with your identity and that fits your lifestyle. The process of learning to be intentional in choosing pieces that not only look good - but make you feel good can be intimidating.

Here are a couple questions to ask yourself when you're exploring what to wear:

feel 

How does this piece of clothing make me feel? Is it itchy? Too tight? Too loose? The root of what you're trying to find clarity on is: do I feel comfortable? Because if you don't feel comfortable, does it really matter if it looks good? **(The answer here is NO!)**

fit 

What about this piece could be adjusted to fit me better? If a top feels too loose, you could wear it with a more fitted skirt. Or if you like things to be more loose fitting like me, wear it over stretchy pants.

REMEMBER - clothes are meant to fit **YOU**, not the other way around, ever!

 **spice it up!**

If you're feeling wild and would like to spice up your outfit, consider what fun or unique element you can add. It can be anything from adding a vintage brooch, or a big scrunchie in your hair, to a colorful belt for a pop of color. It's truly about giving yourself permission to experiment, play and try new things.



Fashion is for everyone and can be a form of art and self expression for an individual. It can help foster a sense of self and power when you are confident in how you present yourself to the world and also feel like yourself. This is why inclusive clothing is important because all types of bodies deserve space to not only exist, but feel powerful, and be embraced and celebrated.

Clothes should reflect that inclusivity! By creating adaptive and size-inclusive fashion, we can slowly break down barriers and make fashion be accessible for all.

Let this be your sign to not follow trends or societal rules if you don't want to. It's common to fall into the endless pit of overconsumption and you're not alone in that.

“We all have to start somewhere so try to approach building your wardrobe with quality pieces by either thrifting or repurposing something you already own. What matters is showing up as YOU and showing up how you want to show up.”

gender inclusive BRANDS TO CHECK OUT:

BIG BUD PRESS
EVERLANE
PATAGONIA
ABLE
HYER GOODS
CHRISTY DAWN
CONSCIOUS CLOTHING
GIRLFRIEND COLLECTIVE
EILEEN FISHER



[FIND MORE HERE](#)

You deserve to feel good and at home in your body just as much as the next person. Honor yourself by exploring what feels good to you and be intentional about paying attention to how different styles and looks feel to you.

By making the experience yours and thinking outside of the box with how you wear your clothes (especially clothes you already own), you can start to let your personality and confidence shine through what you wear, making all the difference in how you show up. I'd love to challenge you today to take a peek into your current closet and try to repurpose something you already own before you go out and buy something. **You got this!** ●

Make Your Digital Communications **More Accessible**



By Rae Lynn Humphreys

Digital accessibility is not just a best practice—it’s essential for inclusive communication. Over 26% of U.S. adults live with disabilities, with Queer and BIPOC communities facing even higher rates (Dorsey Holliman, Stransky, Dieujuste, & Morris, 2023; PR Newswire, 2018; Community Commons). These disparities are compounded by systemic issues like racism and ableism, which often intersect with factors such as age, socioeconomic status, digital literacy, and language barriers.

Despite advancements in technology, marginalized groups—especially in low-income, rural, and non-English speaking communities—still experience significant gaps in healthcare access, digital literacy, and internet connectivity.

The pandemic exposed these inequities, highlighting the **digital divide**, or “**digital redlining**,” **where underrepresented communities receive less investment in internet infrastructure**, leading to unreliable or no access at all. As a result, essential services such as healthcare, education, and government resources remain out of reach for many individuals, exacerbating existing disparities.

More than 75% of people with vision loss rely on screen readers, and 85% of respondents in a WebAIM survey said the key to accessibility improvement is better websites—not more technology. This underscores the critical role we play in designing more inclusive digital spaces to bridge these gaps and ensure equal access for all.



“the **key to accessibility** improvement is **better websites**—not more technology”

Simple Steps to Design with Accessibility in Mind

1 Use Alt Text for All Images

Alt text (alternative text) describes the content of an image for people using screen readers. This ensures that everyone gets the full story—even when they can't see the visuals.



Make it descriptive but concise. Instead of “Image of a flyer,” try: “Flyer promoting ABVI’s Low Vision Clinic, featuring a smiling older adult and event details.”

2 Organize Content with Headings

Screen reader users often navigate using headings—67.5% do this first when they land on a page. Proper use of `<h1>`, `<h2>`, and `<h3>` tags helps users scan and jump to the content they need.



Headings should be nested logically. Don't skip from an `<h1>` to an `<h4>`—that can confuse navigation.

3

Add Captions to Photos

Captions not only support accessibility—they also improve comprehension. They provide context and draw attention to important information that might otherwise be missed.

4

Choose Large, Clear Fonts

Captions not only support accessibility—they also improve comprehension. They provide context and draw attention to important information that might otherwise be missed.



Font sizes should be at least 16px for body text, and larger for headings. Make sure the contrast between text and background is strong enough for low-vision users.

5

Mind the Spacing

Spacing isn't just about aesthetics—it's about legibility.

- Line spacing should be at least 1.5x the font size.
- Paragraph spacing should be even larger to help users distinguish between sections of text.
- Maintain consistency in design, text, and photo placement throughout the website to build repetition and visual cohesion.

This especially benefits people using magnifiers or screen readers.

6

Design for Assistive Tech

Avoid elements that confuse screen readers or keyboard users. According to survey data, CAPTCHAs and sudden screen changes are among the most frustrating barriers for people with disabilities. Keep your content stable, clear, and keyboard-navigable.



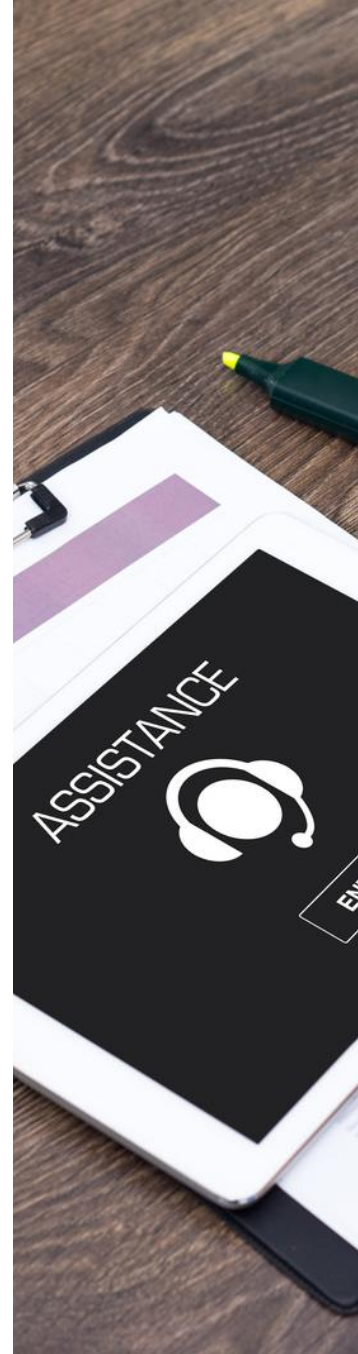
Tools to help:

- [UserWay](#): A free widget that can be added to websites to increase accessibility.
- [WebAIM's Checklist](#): A great guide for developers and content creators alike.

7

Prioritize Color Contrast for Readability & Accessibility

Choosing the right color combinations isn't just a design choice—it's a critical part of making your digital communications readable and inclusive. Poor color contrast can make text hard to read for everyone, especially users with low vision, color blindness, or who are viewing content on a small screen or in bright light. Following accessible contrast guidelines helps ensure your message reaches more people.



Free Tools for Testing + Improving Color Contrast:

- [WebAIM Color Contrast Checker](#): Check text/background combinations meet accessibility standards.
- [Contrast Ratio by Lea Verou](#): A quick, minimalist tool to test color pairings.
- [Coolors Contrast Checker](#): Evaluate full palettes and adjust for accessibility.
- [Color Safe](#): Generate accessible color palettes based on your brand's background color.
- [Adobe Color Accessibility Tool](#): Analyze and simulate how your palette appears to users with color blindness.

8

Improve Language Accessibility

Use browser extensions or plugins like [Weglot](#) to translate websites into multiple languages. While not a substitute for professional interpreters or translators, these tools can build capacity for small teams. Be sure to review translated content for accuracy, and have a plan for responding to inquiries in the languages you support.

9

Learn From Community

Organizations like the [Association for the Blind and Visually Impaired \(ABVI\)](#), [Disability Advocates of Kent County](#) and [Disability Network Wayne County Detroit](#) are doing incredible work supporting people with vision loss. Partnering with experts in the field ensures that accessibility is rooted in real experiences.

Disability Advocates of Kent County recommends using Universal Design as the gold standard for accessible construction and renovation. While the ADA sets minimum compliance, Universal Design goes further—creating spaces that work for everyone, with or without disabilities.

Their **Universal Design Guidelines** are built on 7 principles (like Equitable Use, Flexibility, and Low Physical Effort) and include practical tips and priority areas for design professionals and community leaders.



[Download the guidelines](#) or reach out to Patrick Parkes (patrick.p@dakc.us) with questions or ideas to make them even more inclusive.

In addition, [The Absolutely Accessible Kent](#) team of experts at Disability Advocates of Kent County is excited to partner with you in putting accessibility to work for your organization wherever you may need it.

Accessibility isn't a one-time fix—it's a mindset. By centering the needs of those often left out of the digital space, we create content that's better for everyone. **More inclusive. More equitable. More human.**

And it's not just end users who benefit. Accessible digital communications expand your market reach, improve the overall user experience, and strengthen your brand reputation. Bonus? Using alt text and captions can also boost your SEO, making your content easier to find on Google and helping your organization stand out online. ●

LOCAL, INDEPENDENT BOOKSTORES WE LOVE

Black Bird Bookstore + Cafe

Woman-Owned, Community
Bookstore

San Francisco, CA

blackbirdsf.com

Womb House Books

Woman-Owned, Feminist
Bookstore

Oakland, CA

wombhousebooks.com

27th Letter Books

Asian-Owned,
Community Bookstore

Detroit, MI

27thletterbooks.com

Black Stone Bookstore & Cultural Cafe

Black-Owned, Community
Bookstore

Ypsilanti, MI

blackstonebookstore.com

REVOLUTIONARY *reads*

Before We Were Trans: A New History of Gender

By Kit Heyam

As a *nonbinary* queer person, *Before We Were Trans* helped me see that our stories didn't begin with modern language—they've always existed. Kit Heyam uncovers a rich global history of gender nonconformity, reminding us that trans and queer people have always found ways to live and be, even without the words we use today.

It's a powerful read for anyone seeking to understand themselves, their community, and the importance of language in shaping identity.

The Deep

By Rivers Solomon

The Deep by Rivers Solomon (with Daveed Diggs, William Hutson, and Jonathan Snipes) is a powerful, imaginative novella about memory, identity, and survival. It follows Yetu, the historian of the wajinru—an underwater people descended from pregnant African women thrown overboard during the transatlantic slave trade.

The wajinru live in peace beneath the waves, but their past is too painful to remember—so only Yetu carries the memories. Overwhelmed by the trauma she holds alone, she escapes to the surface, where she uncovers truths about her people, her past, and herself. Lyrical and haunting, *The Deep* is a story about reclaiming history, embracing identity, and the cost—and power—of remembering.

References

Community Commons. (n.d.). Data accessibility.
<https://www.communitycommons.org/entities/b20825ff-e537-4ee8-b4c5-e7753574caf0>

Community Tech Network. (2023, January 26).
What is digital redlining and how does it
perpetuate poverty? Community Tech Network.
<https://communitytechnetwork.org/blog/digital-redlining-and-how-it-perpetuates-poverty/>

Crenshaw, K. (1989). Demarginalizing the
intersection of race and sex: A Black feminist
critique of antidiscrimination doctrine, feminist
theory, and antiracist politics. University of
Chicago Legal Forum, 1989(1), Article 8.
<https://chicagounbound.uchicago.edu/uclf/vol1989/iss1/8>

*Digital Lift. (2025). Digital Lift: Empowering
nonprofits through technology. Retrieved June 1,
2025, from <https://digitallift.org/>*

Dorsey Holliman B, Stransky M, Dieujuste N, Morris
M. Disability doesn't discriminate: health inequities
at the intersection of race and disability. Front
Rehabil Sci. 2023 Jul 6;4:1075775. doi:
10.3389/fresc.2023.1075775.

RespectAbility. (2018, June 29). More than one-third
of LGBTQ adults identify as having a disability. PR
Newswire. <https://www.prnewswire.com/news-releases/more-than-one-third-of-lgbtq-adults-identify-as-having-a-disability-300674869.html>

WebAIM (2020). Introduction to Web Accessibility.
<https://webaim.org/intro/>
<https://www.sfgov.org/design-accessibility>

GLOSSARY

¡Bienvenides!: The gender-neutral word for welcome in Spanish.

Digital Redlining: A form of systemic discrimination where underrepresented or marginalized communities receive less investment in internet infrastructure and digital access. Similar to historical housing redlining, digital redlining contributes to the digital divide by limiting reliable, high-speed internet, technology, and digital literacy resources in certain neighborhoods—often based on race, income, or geography.

Intersectionality is a sociological framework for understanding how social and political identities create unique combinations of discrimination and privilege (Crenshaw, 1989)

Neurodivergent individuals have mental or neurological functioning that differs from the norm (e.g., autism, ADHD, dyslexia, bipolar disorder). They bring unique strengths to the workplace, such as creativity, innovation, and fresh perspectives (Armstrong, 2010).

Nonbinary: an individual whose gender identity falls outside the traditional categories of male and female. They may identify with aspects of both genders, neither, or a combination of different gender expressions.

mas

MA. O.

Want your small business featured?

Contact info@somosmarketing.com for additional information on advertising opportunities.

OPEN

