

Bethany Snyder, MPP

Advocacy Strategist. Enthusiast. Optimist.
Bio and headshot



Short:

Bethany Snyder is the founder of Snyder Strategies, where she empowers nonprofits and social justice organizations to build bold advocacy programs that drive policy change. With nearly 25 years of experience in communications, advocacy, and public affairs, Bethany helps organizations amplify their voices, engage their communities, and influence policies that matter most.

As the Director of the Iowa Nonprofit Alliance, Bethany champions Iowa's 23,000 nonprofit organizations. She also leads Central Iowa Rainbow Families, chairs the board of One Iowa Action, serves on the Urbandale Civil Rights Commission, and sits on the board of Family Equality.

Bethany's long career spans work with U.S. Senator Al Franken, Community Solutions, MNSure, and numerous nonprofits, where she has led communications, advocacy, and outreach initiatives with impact. She holds a BA from the University of Iowa and an MPP from the University of Minnesota.

A proud Midwesterner, Bethany is a passionate advocate, dedicated volunteer, and fierce optimist working toward a more equitable future.

Longer:

Bethany Snyder is on a mission to help nonprofits and membership-based organizations harness their collective power to drive real policy change. As the founder of Snyder Strategies, LLC, a boutique consulting firm launched in 2017, Bethany brings nearly 25 years of expertise in advocacy, communications, and public affairs to her clients, empowering them to engage their communities, amplify their voices, and influence the policies that matter most.

Bethany's deep well of experience spans the nonprofit and public sectors, making her a trusted partner in:

- Crafting and executing strategic communications plans
- Leading advocacy initiatives that deliver results

- Designing creative outreach and engagement strategies
- Managing high-profile, impactful campaigns

Her passion for advocacy is matched only by her commitment to ensuring nonprofits and social justice organizations have the tools, strategies, and confidence to advocate for those who need it most.

In addition to running Snyder Strategies, Bethany serves as the Director of the Iowa Nonprofit Alliance, where she represents and champions Iowa's 23,000 nonprofit organizations. She also leads Central Iowa Rainbow Families, fostering support and advocacy for LGBTQ+ parents, chairs the board of One Iowa Action, serves on the Urbandale Civil Rights Commission, and contributes her expertise as a board member of Family Equality.

Previously, Bethany served as Senior Communications Strategist for Community Solutions, a national nonprofit working to end homelessness, and Director of Communications and Outreach for Harbage Consulting, advising state, county, and other municipal health care clients. She has managed statewide outreach for MNsure, Minnesota's health insurance marketplace, and led communications for Health Access California, a leading health care advocacy organization.

Her advocacy roots run deep—Bethany spent five years as the Health Care Representative and Field Director for U.S. Senator Al Franken (D-MN), managing health care and LGBTQ+ stakeholder relations and advancing key legislative priorities through collaboration and strategic engagement.

Bethany earned her BA in sociology and women's studies from the University of Iowa and holds a Master of Public Policy from the Humphrey School of Public Affairs at the University of Minnesota.

A proud Midwesterner, Bethany returned to Iowa after several years in Northern California, Minnesota, and DC. She and her partner are active donors and volunteers, dedicated to building a more equitable future for all. When she's not working, Bethany can be found building community, championing equality, and sharing laughter with her friends and family.

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