



2024 ADVERTISING MEDIA KIT

The Nonprofit Learning Lab is a national nonprofit that connects and supports individuals seeking to lead the nonprofit sector. Our trainings work to sharpen skills in fundraising, organizational leadership, and capacity building.

We offer daily [online nonprofit trainings](#). Workshops focus on fundraising, board development, social media, marketing, volunteer management, organizational leadership, and more

ABOUT US

The [Nonprofit Learning Lab](#) connects, develops, and supports nonprofit professionals. Through our website, e-newsletters, and programs, we reach an audience of 85,000 people from all 50 states. This group includes executive directors, board members, faculty, students, consultants, and agencies connected to the nonprofit sector.



HELPFUL DATA

225+ virtual trainings per year

15,550+ program participants in 2021

750 website visitors per day

9,000+ social media followers

85,000 email subscribers | 32% open rate | 2-10% click through rate

Budget size of audience's organizations average \$2.5M-17M

2,654 workshop registrants for our Diversity, Equity and Inclusion series

335 hours of resources in our Nonprofit Library



PAST AND CURRENT SPONSORS INCLUDE:

Alliant University of Los Angeles
Appeal Maker
Beacon Design
Belmont University
Bloomerang Technology
Brackets for Good
Branched Lab
California State University Northridge
Causemant
CCS Fundraising
Charity Charge
CharityTracker
CommunityHero
Community IT
Credibal
Data Basics
Dataprise
Donor Perfect
DonorSearch
Eleo
Elevation Web
Esri
Ezra Charity Auctions

Fast Democracy
Firespring
Formassembly
Forum One
Funraise
Gesture by Community Brands
GiveGAB
GiveWP
Golf Status
Go Big River
Great American Insurance Group
Gratavid
Gratz College
Greater Giving
Green Lake Conference Center
HundredX
Humanitru
iDonate
Instrumentl
Jitas Group
iWave
Jotform
Kairos Development Group
Kintone

Kindful
Koya Leadership Partners
Little Green Light
Nexonia
Nonprofit.ist
Nonprofit Megaphone
OnBoard
Passage Ways
Pepperdine University
Graduate
Pursuant
Push10
Research Diary
Sage Intacct
SoftGiving
SureImpact
SyncResults
University of Chicago Booth School of Business
Virtuous
Wander Films
Windfall Data
WeWork
Winbound
Xgility



VIRTUAL SPONSORSHIP & PROMOTION OPPORTUNITIES

Platinum Sponsorship \$5000

- 1 dedicated email blast or 2 email spotlights
- 10 social media promotions over a 6 month period
- 4 posts on our Lab Notes blog promoted via our social media channels
- Inclusion in our Consultants Directory
- 2 hosted, content-focused webinars
- 1 White Paper spot on our Guidebooks page
- Featured spot on our Partner Directory for one year
- 5 listings on our Nonprofit Job Board

Gold Sponsorship \$2500

- Leaderboard ad on 6 e-newsletters
- 6 social media promotions over a 2-month period
- 4 posts on our Lab Notes blog promoted via our social media channels
- Inclusion in our Consultants Directory
- Hosted Webinar
- Featured spot on our Partner Directory for one year
- 5 listings on our Nonprofit Job Board

Silver Sponsorship \$1500

- 5 posts on our Lab Notes blog promoted via our social media channels
- 4 promotional posts on our social media
- 1 hosted, content-focused webinar
- Featured spot on our Partner Directory for one year
- 5 listings on our Nonprofit Job Board

Choose from a selection of “à la carte” options, including hosted webinars, email spotlights and leaderboard ads.



DEDICATED EMAIL BLASTS

We have 85,000 email subscribers to our newsletter with a 32% open rate and a 2-10% click-through rate.

We can send a dedicated email to our entire e-newsletter list. The written copy and graphics must be provided by the organization. A dedicated email is a great option to promote programs, services, products and events to a national audience

Individually Purchased: \$3200 | Included in Platinum Sponsorship Package: \$5000

GOLFSTATUS.ORG

Golf Tournament Raises \$100,000 to Honor Infant Daughter & Help Families Affected by Congenital Heart Conditions

Cameron Steinberg passed away from a congenital heart defect at just two months old. Her parents, Sam and Melissa, launched the Cameron Steinberg Foundation to honor her life and help other families affected by these conditions. A charity golf tournament was the perfect way to bring people together to remember Cameron while raising dollars for the Foundation's work.

“
PEOPLE TEND TO BE WILLING TO OPEN UP THEIR WALLETS AND DONATE AT A GOLF TOURNAMENT.
— Sam Steinberg, Co-Founder of the Cameron Steinberg Foundation



BLOG POSTS




Our [Lab Notes Blog](#) offers weekly posts related to fundraising, marketing, communications, board development, volunteer management, social media and more. We promote our blog posts in our newsletter. Increase your audience by writing your own sponsored blog posts. Blog posts are included in all sponsorship packages.

Nonprofit Learning Lab · Aug 25 · 2 min read

How to Make it Easy for Your Donors to Donate

Updated: 6 days ago

This is a guest blog from [Beacon Design by ChemArt](#)



Making it easy for your donors to donate on your site is an essential piece to keeping them engaged with your organization and to keep their donation coming in, year over year. A user may feel frustrated quickly if they go to your site but can't find the "Donate Now" button or a way to claim their free gift. Regardless of how you want them to donate, it's crucial to make the process as simple as possible.



FREE NONPROFIT WEBINARS

Lead a 45-minute, content-focused webinar on GoToWebinar or Zoom for an audience of intermediate to advanced level of nonprofit professionals. After the webinar, you receive a workshop registration report that includes attendee email, organization, and mailing address. We guarantee 125 registrants* for hosted webinars through promotion on our e-newsletters, website, and social media channels. A member of our team will be on during the entire webinar to moderate and provide technical support.

All webinars are archived in our [Nonprofit Library](#) and available for members to access after the webinar. Webinars are also made available on our free resources page, providing further marketing opportunities. Hosted webinars are included in all sponsorship packages.

**We cannot guarantee a specific number of live attendees.*

1 Webinar: \$750 | 3 Webinars: \$1800

Inclusive Insights: Craft Donor Surveys for Meaningful Engagement

Aug 29, 2023 9:00 am PT | 12:00 pm ET

Want to prepare for year-end meaningfully? Listen to what your donors have to say. Join this session designed to enhance your donor survey strategy with a focus on inclusion. Learn how to create surveys that authentically capture diverse perspectives and ensure accessibility. You then build knowledge and tools to deepen donor relationships, personalize communications, and fuel your mission. Whether you are doing a survey for the first time or planning to re-use an old one, this session is suitable for all. Register now to secure your spot and build a donor survey strategy rooted in inclusivity. And don't forget to bring all your questions!

Meena Das | NamasteData

REGISTER

Building a Culture of Inclusion: Crafting a DEI Strategy for Your Organization

Aug 31, 2023 8:30 am PT | 11:30 am ET

Having a clearly defined Diversity, Equity, and Inclusion strategy can be extremely beneficial to the growth and sustainability of an organization. A DEI strategy can help prioritize efforts, align stakeholders, properly allocate resources, and create a shared vision and investment within the organization. In this webinar participants will understand how creating a DEI strategy promotes inclusion and staff engagement. They will also learn about the key phases and components of a DEI strategy and leave with tools to help them begin to craft a strong and sustainable DEI strategy.

Sharonda Simmons | Thrive & Shine

REGISTER



LEADERBOARD ADS

We have an e-newsletter audience of 85,000 subscribers with a 32% open rate and a 2-10% click-through rate. Leaderboard ads are linked images chosen by the sponsor and placed at the top of the e-newsletter, providing top exposure and quality traffic. Leaderboard ads are included in all sponsorship packages.

Image dimensions: 600 pixels width X 100 pixels height

3 ads: \$500 | 8 ads: \$1000

SAMPLE LEADERBOARD ADS FROM SPONSORS

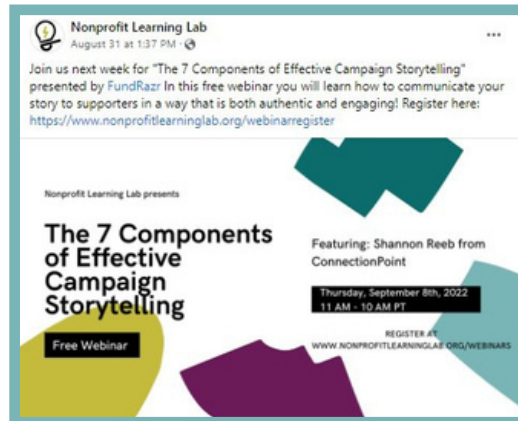
The image displays two examples of leaderboard ads. The first ad is for 'bloomerang' and features a background of pink flowers. It includes the 'bloomerang' logo on the left and the text 'Donor Retention CALCULATOR' in a large, bold font on the right, with a 'TRY IT' button below it. The second ad is for 'monkeypod' and features a green background with a tree logo on the left. It includes the 'monkeypod' logo and a 'LEARN MORE' button. The main content of the ad is a list of services: Nonprofit Accounting, Grant Management, Email Marketing, Donor Management, Online Fundraising, and Project Management, all preceded by checkmarks. Below the list is the text 'ONE INTEGRATED PLATFORM'.



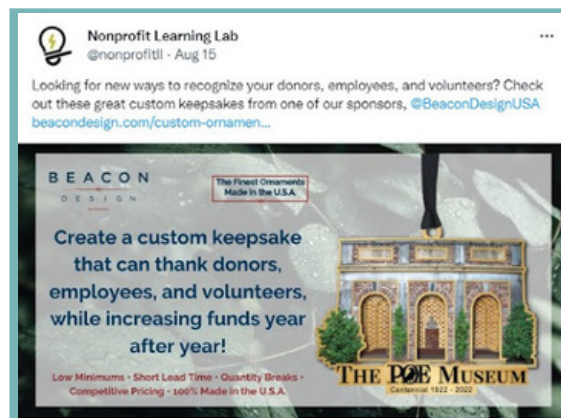
SOCIAL MEDIA PROMOTIONS

We post multiple times a week on Facebook, Twitter, and LinkedIn, and reach over 9,000 followers. We will promote your organization to our network through dedicated posts.

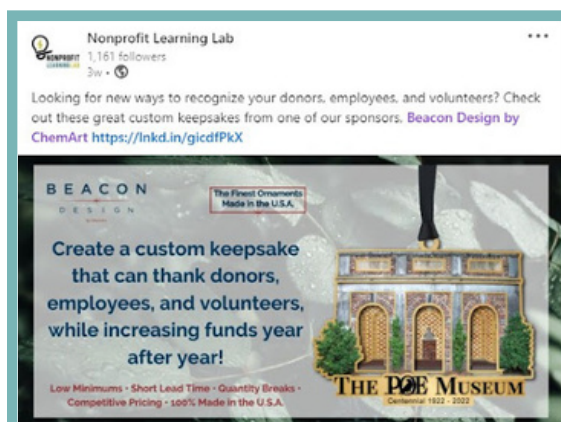
FACEBOOK: HOSTED WEBINAR PROMOTION



TWITTER: DEDICATED SOCIAL POST



LINKEDIN: DEDICATED SOCIAL POST



GUIDEBOOKS

Our [guidebooks](#) are informational flyers or packets that allow sponsors to showcase their content expertise live on our website for an entire year. Sponsors compile the guidebook, and our team manages the online hosting and sends all download notifications directly to the sponsor with download information. Sponsors receive the download list including name, email, and organization.



6 EVENT MARKETING TIPS TO INCREASE EVENT REGISTRATIONS

So much work goes into planning an unforgettable event. Because of all this effort, it would be a shame if fewer people showed up than you expected. That's why it's so crucial to get your event marketing right. This guidebook offers 6 event marketing tips to increase your event registrations.

[DOWNLOAD](#)



THE NONPROFIT'S GUIDE TO BUILDING LASTING DONOR RELATIONSHIPS

Donors are the lifeblood of any nonprofit. But how do you strengthen their connection to your cause, so they contribute year-over-year? This ebook covers a variety of approaches to creating and maintaining solid relationships with donors so they'll continue to help further your organization's mission. This guidebook will explore how to determine your donor retention rate, how to ask for feedback from your donors, and how to create membership rewards programs

[DOWNLOAD](#)



PLANNED GIVING: HOW TO INSPIRE AND UPLIFT LEGACY DONATIONS

Experts are forecasting over USD \$30 trillion in wealth transfers from baby boomers. This means you should be thinking about starting or boosting your Planned Giving Program. Not sure how to approach this sensitive topic? In this eBook you'll learn: the definition and types of Planned Giving gifts, the key benefits for both donors and nonprofits, and the steps to implement a Planned Giving Program.

[DOWNLOAD](#)



PARTNER DIRECTORY

Sponsors are featured in our [partner directory](#) for the duration of their sponsorship. This directory is accessible to anyone who visits our website.



iDonate offers a payment platform that gives donors flexibility in where and what they give, bringing their clients an average of 250% more in donations.

[Learn more](#)



Virtuous is a customer relationship management software solution helping charities raise more money and create more good.

[Learn more](#)



**NONPROFIT
MEGAPHONE**

Nonprofit Megaphone specializes in Google Grant management for nonprofits, helping organizations take maximum advantage of the \$10,000/month Google Ad Grant.

[Learn more](#)



GiveWP offers an online fundraising platform to increase your online donations and manage donors — all from directly within your WordPress website.

[Learn more](#)



Growth for Good provides strategic planning, fundraising, and marketing expertise so nonprofit organizations can focus on what they do best: good work.

[Learn more](#)



Mockingbird Analytics is a consulting firm designed to provide outcomes, research, and evaluation to nonprofit and social welfare organizations.

[Learn more](#)



NONPROFIT CONSULTANTS DIRECTORY

Sponsors are included in our [consultants directory](#), a resource that provides information about nonprofit consultants dedicated to offering their expertise to the nonprofit community. You can search the nonprofit consultant database by areas of expertise and geographic location to connect with a diverse network of nonprofit experts locally, regionally, and nationally. This directory is accessible to anyone who visits our website.

Moves The Needle

(248) 709-4637
Arizona

Website

Social Media

Expertise:

Strategic Planning
Program Development
Program Scaling and Expansion
Leadership Development
Organizational Development

The Rayvan Group

(480) 251-4108
Arizona

Website

Social Media

Expertise:

Fundraising Planning
Board Development
Strategic Planning
Board Retreats
Leadership Development

A-Squared LAMP Groups

(844) 537-8326
California

Website

Social Media

Expertise:

Strategic Planning
Board Development
Program Development
Leadership Development
Organizational Development

Concurrent Productions

(310) 853-0121
California

Website

Social Media

Expertise:

Branding
Marketing and Communications
Nonprofit Storytelling
Video Production

Consulting for A Change

(310) 391-6316
California

Website

Social Media

Expertise:

Strategic Planning
Board Development
Board Retreats
Leadership Development
Organizational Development

Corporate Giving Connection

(202) 505-2779
California

Website

Social Media

Expertise:

Event Planning
Fundraising Planning
Strategic Planning
Marketing and Communications
Nonprofit Insurance



SPONSOR TESTIMONIALS

GOLFSTATUS

“GolfStatus has worked with the Nonprofit Learning Lab for several years, and have appreciated their thoughtful feedback on email timing, topics, and resources that resonate with its audience. We’ve been pleased with the continued growth of its email list, which has resulted in continued exposure and engagement for GolfStatus. We’ve run several hosted webinars with the Nonprofit Learning Lab, and the team has been great with scheduling, facilitating, and providing tech support throughout the process.”

SAGE INTACCT

The Nonprofit Learning Lab has helped guide us to the best content for their audience and in turn, that has enabled us to increase our marketing qualified lead number as well as the number of net new leads we add to our database each quarter. They are definitely one of our top marketing partners!

COMMUNITY IT

“Have hosted several webinars for Nonprofit Learning Lab and they are always a delight to work with. They are organized and help keep us on track, and were able to customize a package for our interests and content. Really appreciate the level of support and scheduling.”

- Carolyn Woodard, Marketing Manager



PAST PROGRAM PARTICIPANTS ORGANIZATION LIST

*THIS IS AN ABRIDGED LIST

- | | |
|--|--|
| 2Life Communities | EveryAction |
| 916 Ink | Exchange Family Center |
| AARP Foundation | Families Forward Learning Center |
| ACCESS Women's Health Justice | Florida Rising |
| ACLU NorCal | Fort Collins Museum of Discovery
Foundation |
| Akron Community Foundation | Foundation for Delaware County |
| Albatross Training Solutions | Four Leaf Financial & Accounting, PLLC |
| Alzheimer's Association of Illinois | Fresh Lifelines for Youth |
| Alzheimer's Association of Oklahoma | Friendship House |
| Amarillo Area Foundation | Georgia Avenue Family Support Collaborative |
| American Philosophical Association | Girl Scouts North Carolina Coastal Pines |
| American Promise | Girl Scouts of New Jersey |
| American Red Cross Houston Chapter | Girls Scouts of the East Bay |
| Arab-American Family Support Center | GiveSmart |
| Area Substance Abuse Council | Goodwill Industries of Southwest Florida |
| Art Institute of Chicago | Greater Boston Legal Services |
| Asian Task Force Against Domestic Violence | GreaterGood |
| Aspire Education Project | Grow Pittsburgh |
| Association of Arizona Food Banks | GUIDE Inc. |
| ATLAS Justice Center | Healthy Native Communities Partnership, Inc. |
| Bay Area Humane Society | Hemophilia Federation of America |
| Bayou City Performing Arts | High Plains Fair Housing Center |
| Bicycle Colorado | High Plains Library District |
| Big Brothers Big Sisters Arizona | Hispanic Interest Coalition of Alabama |
| Big Brothers Big Sisters of Washtenaw County | Historical Society of Montgomery County |
| Big Sky Youth Empowerment | HOPE Coalition |
| Bigger Impact | Hopeworks 'N Camden |
| Bike Easy | Hudson County CASA |
| Birmingham Education Foundation | Imagination Library of Denver |
| Blackbaud | Independent Insurance Agents of Nebraska |
| Bnai B'rith Youth Organization | Institute of International Education |
| Boston Opera Collaborative | Interfaith Center of Greater Philadelphia |
| Boston Partners in Education | |
| Boys & Girls Club of Los Angeles | |



PAST PROGRAM PARTICIPANTS ORGANIZATION LIST

Boys & Girls Clubs of Greater Milwaukee
Brain Injury Alliance of Colorado
Bright Future Foundation
Brooklyn Bail Fund
California Grocers Association Educational
California Lawyers for the Arts
Casa de Luz
CASA of Contra Costa County
Catholic Charities of OKC
Cedar Sinai Medical Center
Center for Excellence in Nonprofits
CenterLink: The Community of LGBT
Center
Chef Ann Foundation
Chester County Women's Services
Chicago Citywide Literacy Coalition
Child Advocacy Center of Sedgwick County
Child Advocates of Silicon Valley
Children's Advocacy Center for Rockwall
County
Children's Cancer Network
Church Council of Greater Seattle
Clausen House
Clinica Colorado
Clyfford Still Museum
Coalition Against Rape & Abuse
Colorado Mental Wellness Network
Community Advocates Inc.
Community Brands
Community Foundation of W. Virginia
Community Partners for Affordable
Housing
Compass Center For Families
Compeer of Greater Buffalo
ContactLifeline, Inc.

Interfaith Partners for the Chesapeake
International Fund for Animal Welfare
JAM Nonprofit Consulting LLC
Jersey Cares
Jewish Vocational Services of Boston
Jewish World Watch
Johnston County Industries
Judaism Your Way
KidsFirst Child Abuse Prevention Council
Leave No Trace
Literacy Council of Benton County
Lodi Memorial Hospital Foundation
Lorain County Habitat for Humanity
Love INC
Loyola Academy
Lucile Packard Foundation for Children's
Health
Lutheran Family Services of Nebraska
Mandela Partners
Mentor Independence Region
Mentor New York
Mi Familia Vota
MissionSafe
Montana Watershed Coordination Council
Montgomery Child Advocacy Project
(MCAP)
National Cancer Assistance Foundation,
Inc.
National Center for Science Education
National Conference for Community and
Justice
National Indian Education Association
Neighborhood House of Milwaukee
Nonprofit Connect
Nonprofit VOTE
Northern California Community Blood



PAST PROGRAM PARTICIPANTS ORGANIZATION LIST

Council for the Homeless
CTF ILLINOIS
Cultural Leadership
DeKalb County Community Foundation
Delaware & LeHigh National Heritage
Corridor
Delivering Innovation in Supportive
Housing
Delores Barr Weaver Policy Center
Delta Gamma Fraternity
Denver Center for the Performing Arts
Department of Developmental Services
Discovering Justice
Domestic Violence Services of Cumberland
& Perry Counties
Dynamic Dimensions
East Bay Community Foundation
East Tennessee Community Design Center
ECALA
El Grupo Youth Cycling
Elijah Cummings Youth Program
Emerge Wisconsin
Emily Balz Smith Foundation
Endeavors
English In Action
Epilepsy Foundation of Northern California

Bank
Oregon Child Abuse Solutions
OUT Maine
Peninsula Family Connections
Pets for Vets, Inc.
PreventionFirst!
Robert Morris University
Rocky Mountain Human Services
Ronald McDonald House of Delaware
Safe and Sound
Salesforce.org
San Francisco Aids Foundation
SFCASA
Sojourner House
SpeakUp!
Teach For America
Tech Goes Home
Temple University
Texas Fair Defense Project
The Andy Roddick Foundation
The ELM foundation
University of Pennsylvania
Upower
Virginia Progressive Leadership Project
Yolo Food Bank
Youth Options Unlimited Boston
YWCA New Britain Sexual Assault Crisis
Service

