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 | Fast Democracy |
| Appeal Maker | Firespring |
| Beacon Design | Formassembly |
| Belmont University | Forum One |
| Bloomerang Technology | Funraise |
| Brackets for Good | Gesture by Community Brands |
| Branched Lab | GiveGAB |
| California State University Northridge | GiveWP |
| Causemant | Golf Status |
| CCS Fundraising | Go Big River |
| Charity Charge | Great American Insurance |
| CharityTracker | Group |
| CommunityHero | Gratavid |
| Community IT | Gratz College |
| Credibal | Greater Giving |
| Data Basics | Green Lake Conference Center |
| Dataprise | HundredX |
| Donor Perfect | Humanitru |
| DonorSearch | iDonate |
| Eleo | Instrumentl |
| Elevation Web | Jitas Group |
| Esri | iWave |
| Ezra Charity Auctions | 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

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
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.
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

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

www.nonprofitlearninglab.org | info@nonprofitlearninglab.org
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

![Sample Leaderboard Ads](image_url)
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.

**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.

**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.
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.**

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**

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]

**Give**

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**

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**

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

[Learn more]
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.
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
2Life Communities
916 Ink
AARP Foundation
ACCESS Women’s Health Justice
ACLU NorCal
Akron Community Foundation
Albatross Training Solutions
Alzheimer’s Association of Illinois
Alzheimer’s Association of Oklahoma
Amarillo Area Foundation
American Philosophical Association
American Promise
American Red Cross Houston Chapter
Arab-American Family Support Center
Area Substance Abuse Council
Art Institute of Chicago
Asian Task Force Against Domestic Violence
Aspire Education Project
Association of Arizona Food Banks
ATLAS Justice Center
Bay Area Humane Society
Bayou City Performing Arts
Bicycle Colorado
Big Brothers Big Sisters Arizona
Big Brothers Big Sisters of Washtenaw County
Big Sky Youth Empowerment
Bigger Impact
Bike Easy
Birmingham Education Foundation
Blackbaud
Bnai B’rith Youth Organization
Boston Opera Collaborative
Boston Partners in Education
Boys & Girls Club of Los Angeles

EveryAction
Exchange Family Center
Families Forward Learning Center
Florida Rising
Fort Collins Museum of Discovery
Foundation
Foundation for Delaware County
Four Leaf Financial & Accounting, PLLC
Fresh Lifelines for Youth
Friendship House
Georgia Avenue Family Support Collaborative
Girl Scouts North Carolina Coastal Pines
Girls Scouts of New Jersey
Girls Scouts of the East Bay
GiveSmart
Goodwill Industries of Southwest Florida
Greater Boston Legal Services
GreaterGood
Grow Pittsburgh
GUIDE Inc.
Healthy Native Communities Partnership, Inc.
Hemophilia Federation of America
High Plains Fair Housing Center
High Plains Library District
Hispanic Interest Coalition of Alabama
Historical Society of Montgomery County
HOPE Coalition
Hopeworks ‘N Camden
Hudson County CASA
Imagination Library of Denver
Independent Insurance Agents of Nebraska
Institute of International Education
Interfaith Center of Greater Philadelphia
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

<table>
<thead>
<tr>
<th>Council for the Homeless</th>
<th>Bank</th>
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<tbody>
<tr>
<td>CTF ILLINOIS</td>
<td>Oregon Child Abuse Solutions</td>
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<tr>
<td>Cultural Leadership</td>
<td>OUT Maine</td>
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<tr>
<td>DeKalb County Community Foundation</td>
<td>Peninsula Family Connections</td>
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<tr>
<td>Delaware &amp; LeHigh National Heritage Corridor</td>
<td>Pets for Vets, Inc.</td>
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<tr>
<td>Delivering Innovation in Supportive Housing</td>
<td>PreventionFirst!</td>
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<td>Delores Barr Weaver Policy Center</td>
<td>Robert Morris University</td>
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<tr>
<td>Delta Gamma Fraternity</td>
<td>Rocky Mountain Human Services</td>
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<tr>
<td>Denver Center for the Performing Arts</td>
<td>Ronald McDonald House of Delaware</td>
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<tr>
<td>Department of Developmental Services</td>
<td>Safe and Sound</td>
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<tr>
<td>Discovering Justice</td>
<td>Salesforce.org</td>
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<tr>
<td>Domestic Violence Services of Cumberland &amp; Perry Counties</td>
<td>San Francisco Aids Foundation</td>
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<td>Dynamic Dimensions</td>
<td>SFCASA</td>
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<tr>
<td>East Bay Community Foundation</td>
<td>Sojourner House</td>
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<td>East Tennessee Community Design Center</td>
<td>SpeakUp!</td>
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<td>ECALA</td>
<td>Tech For America</td>
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<tr>
<td>El Grupo Youth Cycling</td>
<td>Temple University</td>
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<tr>
<td>Elijah Cummings Youth Program</td>
<td>Texas Fair Defense Project</td>
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<tr>
<td>Emerge Wisconsin</td>
<td>The Andy Roddick Foundation</td>
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<td>Emily Balz Smith Foundation</td>
<td>The ELM foundation</td>
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<td>Endeavors</td>
<td>University of Pennsylvania</td>
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<td>English In Action</td>
<td>Upower</td>
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<tr>
<td>Epilepsy Foundation of Northern California</td>
<td>Virginia Progressive Leadership Project</td>
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<td></td>
<td>Yolo Food Bank</td>
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<td></td>
<td>Youth Options Unlimited Boston</td>
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<td></td>
<td>YWCA New Britain Sexual Assault Crisis Service</td>
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