



# 2023 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  
Formasassembly  
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

## 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

## 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

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



## IN-PERSON SPONSORSHIP & PROMOTION OPPORTUNITIES

### Nonprofit Lab Diamond Sponsorship \$7500

- 1 dedicated email blast or 2 email spotlights
- 10 social media promotions
- 4 posts on our Lab Notes blog promoted via our social media channels
- Inclusion in our consultants directory
- 1 hosted, content-focused webinar
- Featured spot on our Partner Directory for one year
- Content-focused workshop at 2 different Nonprofit Labs highlighting best practices for nonprofit professionals
- 90 second spotlight speech during lunchtime
- Exhibitor Booth at 2 different Nonprofit Labs
- Logo in program booklet
- Consulting Cafe Slots | Lunch Table with attendees
- Spot in our "100+ Tools & Platforms for Managing Your Nonprofit" blog post.
- Email list of institute attendees (opt in list about 80% of all attendees)

### Nonprofit Lab Topaz Sponsorship \$3000

- 1 hosted, content-focused webinar
- Exhibitor booth at 1 In-Person Nonprofit Lab
- Promotional spot in program booklet (specs 4.25 in X 6.5 in or 6.5 in X 4.25 in)
- Logo in program booklet
- Content-focused workshop at 1 Nonprofit Lab highlighting best practices for nonprofit professionals
- 90 second spotlight speech during lunchtime
- Consulting Cafe Slots | Lunch Table with attendees
- Featured spot on our Partner Directory for one year
- 2 social media promotions
- 1 post on our Lab Notes blog promoted via our social media channels
- Email list of institute attendees (opt in list about 80% of all attendees)



## IN-PERSON SPONSORSHIP & PROMOTION OPPORTUNITIES

### **Nonprofit Lab Exhibitor Booth \$1500 | 3 Exhibitor Booths \$4000**

- Each exhibitor booth at in-person Nonprofit Lab includes up to 3 representatives from sponsorship organization
- Consulting Cafe Slots | Lunch Table with attendees
- Company logo in program booklet
- Email list of institute attendees (opt in list about 80% of all attendees)

### **Program Booklet Advertisement \$100 - \$250**

- Premier Promotional Spot | \$250 (specs 6.5 in X 6.5 in )
- Champion Promotional Spot | \$200 (specs 4.25 in X 6.5 in or 6.5 in X 4.25 in)
- Partner Promotional Spot | \$100 (specs 2.125 in X 3.25 in)





## 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





## 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

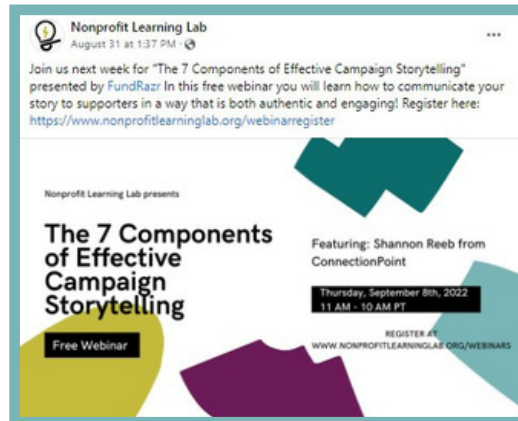
## SAMPLE LEADERBOARD ADS FROM SPONSORS



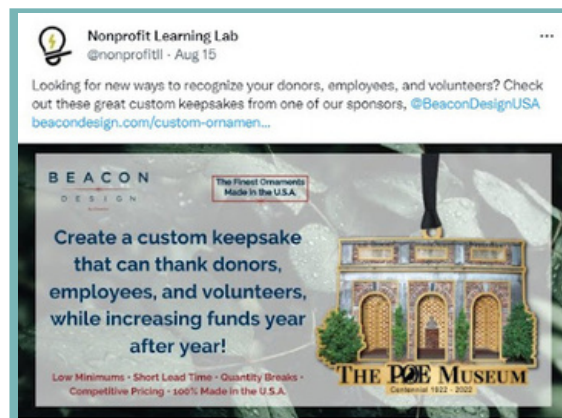
# SOCIAL MEDIA PROMOTIONS

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.

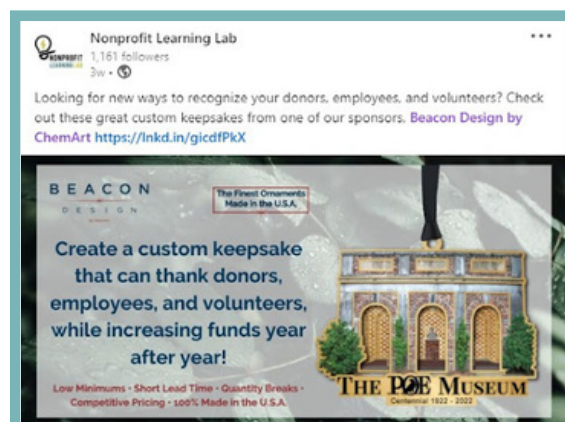
## FACEBOOK: HOSTED WEBINAR PROMOTION



## 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 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



## Nonprofit Lab Exhibit Booths

Exhibitor booths at our in-person Nonprofit Labs include up to three representatives from the sponsoring organization. We will include your logo in the program booklet, and you will receive the email list of institute attendees (opt-in list is approximately 80% of all attendees).

**1 Exhibitor Booth: \$1500 | 3 Exhibitor Booths: \$4000**

**Diamond Sponsorship (includes 2 exhibitor booths): \$7500**

**Topaz Sponsorship (includes 1 exhibitor booth): \$3000**

## Nonprofit Lab Program Booklet Advertisement

Include a promotional image in our in-person Nonprofit Lab program booklet, provided to all attendees at the designated lab. Sponsor designs the image.

**Premier Promotional Spot | \$250 (specs 6.5 in X 6.5 in )**

**Champion Promotional Spot | \$200 (specs 4.25 in X 6.5 in or 6.5 in X 4.25 in)**

**Partner Promotional Spot | \$100 (specs 2.125 in X 3.25 in)**





## 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  
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  
Girl 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

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

