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 | Kindful |
| Appeal Maker | Firespring | Koya Leadership Partners |
| Beacon Design | Formassembly | Little Green Light |
| Belmont University | Forum One | Nexonia |
| Bloomerang Technology | Funraise | Nonprofit.ist |
| Brackets for Good | Gesture by Community Brands | Nonprofit Megaphone |
| Branched Lab | GiveGAB | OnBoard |
| California State University Northridge | GiveWP | Passage Ways |
| Causemant | Golf Status | Pepperdine University |
| CCS Fundraising | Go Big River | Graduate |
| Charity Charge | Great American Insurance | Pursuant |
| CharityTracker | Group | Push10 |
| CommunityHero | Gratavid | Research Diary |
| Community IT | Gratz College | Sage Intacct |
| Credibal | Greater Giving | SoftGiving |
| Data Basics | Green Lake Conference Center | SureImpact |
| Dataprise | HundredX | SyncResults |
| Donor Perfect | Humanitru | University of Chicago Booth |
| DonorSearch | iDonate | School of Business |
| Eleo | Instrumentl | Virtuous |
| Elevation Web | Jitas Group | Wander Films |
| Esri | iWave | Windfall Data |
| Ezra Charity Auctions | Jotform | WeWork |
| | Kairos Development Group | Winbound |
| | Kintone | Xgility |
# Virtual Sponsorship & Promotion Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Description</th>
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</thead>
</table>
| **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.

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
### 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
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
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.

THE NON PROFIT’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.
Sponsors are featured in our **partner directory** for the duration of their sponsorship. This directory is accessible to anyone who visits our website.

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**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.

**virtuous**

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

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**Nonprofit Megaphone**

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

**Give**

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

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**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.

**Mockingbird Analytics**

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

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Exhibitor Booth</td>
<td>$1500</td>
</tr>
<tr>
<td>3 Exhibitor Booths</td>
<td>$4000</td>
</tr>
</tbody>
</table>

- **Diamond Sponsorship (includes 2 exhibitor booths):** $7500
- **Topaz Sponsorship (includes 1 exhibitor booth):** $3000

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## 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.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier Promotional Spot</td>
<td>$250 (specs 6.5 in X 6.5 in)</td>
</tr>
<tr>
<td>Champion Promotional Spot</td>
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</tr>
<tr>
<td>Partner Promotional Spot</td>
<td>$100 (specs 2.125 in X 3.25 in)</td>
</tr>
</tbody>
</table>
SPONSOR TESTIMONIALS

GOLFSSTATUS

“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
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