



2022 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

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

Humantri

iDonate

Instrumentl

Jitas Group

Kairos Development Group

Kintone

Kindful

Koya Leadership Partners

Little Green Light

Nexonia

Nonprofit.ist

Nonprofit Megaphone

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



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

Exhibitor Package \$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.





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

How to Improve Your Nonprofit's Internal Communication

Sep 19, 2022 10:00 am PT | 1:00 pm ET

Your nonprofit's team plays an integral role in bringing your vision to life. Every team member has a natural communication style—from those chairing conversations to others quietly taking it all in. In this webinar, you'll learn about the four different communication styles, including their strengths and blind spots. You'll get to know your preferred style and learn tips to help you reduce friction or misunderstanding in your conversations. This will improve the way you communicate and work with your colleagues, board of directors, and even family and friends.

To get the most out of this webinar, take the free quiz to discover your communication style. Or, encourage your entire team to take the quiz and attend the webinar together!

Tasi Gottschlag | Keela

REGISTER

Fundraising Event Marketing Tips to Bridge the Generational Divide

Sep 21, 2022 11:00 am PT | 2:00 pm ET

We all know marketing and promotion are vital to the success of your fundraising events. But how do you reach the right donors on the right channels? Find out where 1,029 social donors of all ages told us they found out about their last social giving opportunity or event (there were a couple of interesting surprises!). We'll share actionable tips and ideas to help you market your next event to a diverse audience of supporters!

Sarah Sebastian and Dawn Lego | OneCause

REGISTER

[Link to better quality image](#)



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

Price:

3 Ads: \$500

8 Ads: \$1000

SAMPLE LEADERBOARD ADS FROM SPONSORS

BEACON DESIGN
The Finest Ornaments Made in the U.S.A.

Fundraising Made Simple
Drive Fundraising, Engage Donors, and Commemorate Milestones with an Annual Custom Keepsake Program

LEARN MORE

monkeypod
LEARN MORE

- ✓ Nonprofit Accounting
- ✓ Grant Management
- ✓ Email Marketing
- ✓ Donor Management
- ✓ Online Fundraising
- ✓ Project Management

ONE INTEGRATED PLATFORM



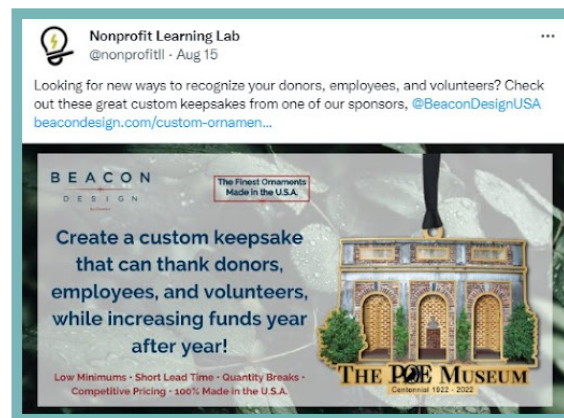
SOCIAL MEDIA PROMOTIONS

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.

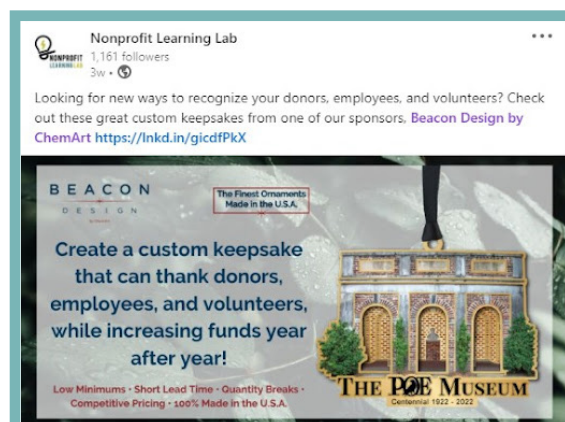
FACEBOOK: HOSTED WEBINAR PROMOTION



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.



CREATING A CASE STATEMENT: STEP-BY-STEP GUIDEBOOK

This step-by-step guidebook provides an overview of creating a case statement, an in-depth document that explains an organization's purpose and its rationale for fundraising. Also included are activities and worksheets to guide executive leadership, board members, and staff on developing the core content within a case statement. These resources can be used during staff meetings, training, and retreats.

[DOWNLOAD](#)



CREATING A FUNDRAISING PLAN: STEP-BY-STEP GUIDEBOOK

This guidebook provides an overview for creating a fundraising plan, a roadmap to help an organization achieve its fundraising goals. The guidebook includes fundraising strategies, details on drafting a plan, and sample templates, activities, and worksheets to guide staff, board members, and fundraising committee members on developing a fundraising plan. These resources should be reviewed and utilized to prepare organizations for developing a fundraising plan.

[DOWNLOAD](#)



CREATING AND SUSTAINING A MAJOR GIFTS FUNDRAISING PROGRAM

This guidebook provides an overview of how to build and sustain a major gifts fundraising program, which is critical to sustaining the future of a nonprofit. This guidebook covers identifying major gift prospects, cultivating donors for major gifts, and how to "make the ask" stewardship steps to take once a donor has made a major gift. The guidebook also explains activities, and includes worksheets to guide executive leadership, volunteers, and staff on building or re-invigorating a major gifts 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.

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

[Learn more](#)

GOLFSTATUS.ORG

GolfStatus.org is a golf event management platform that streamlines golf tournaments for nonprofits as well as organizations planning events that benefit them.

[Learn more](#)

Little Green Light


Little Green Light helps nonprofits improve fundraising and donor relationships through a comprehensive, online platform that includes event planning, activity tracking, mail merge, advanced queries, and easy-to-use forms.


[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.

AREAS OF EXPERTISE 

SEARCH (enter region or state) 

A Direct Solution

<https://www.adirectsolution.com>

(508) 438-4753 


Provides consulting services on monthly giving, appeals, emails, and direct mail strategy.

Areas of Expertise:
Direct Mail, Year End Giving, Marketing and Communications, Email Marketing, Database Management.

We provide consulting services in the following regions and/or state:
Nationally, Massachusetts

A-Squared LAMP Groups

<https://asquaredlamps.org>

(844) 537-8326 


Coaches organizations by providing incubation services and connections to successful learning growth communities.

Areas of Expertise:
Strategic Planning, Board Development, Program Development, Leadership Development, Organizational Development, Nonprofit Start Ups,

We provide consulting services in the following regions and/or state:
Nationally, California

AMPERAGE Marketing & Fundraising

<http://www.AmperageMarketing.com>

(319) 268-9151 


Provides guidance in helping nonprofits and donors share authentic stories in measurable ways.

Areas of Expertise:
Capital Campaigns, Social Media, Branding, Marketing and Communications, Website Development, Video Production,

We provide consulting services in the following regions and/or state:
Nationally, Iowa

Adviza Consulting

<http://www.adviza.com/>

(617) 694-1314 


Provides nonprofits with strategic consulting services and coaching to manage change, growth, and make smarter decisions.

Areas of Expertise:
Strategic Planning, Board Development, Board Retreats, Leadership Transitions and Interim CEO/Executive Director support, Leadership Development, Organizational Development.

We provide consulting services in the following regions and/or state:
Mid Atlantic, Massachusetts

Alpha Beta Creatives

<https://Alphabetcreatives.com>

(347) 762-7826 


Partners with CEOs, executives and solo entrepreneurs to grow their personal and professional brands every day.

Areas of Expertise:
Diversity and Equity and Inclusion, Backend Technology Support, Nonprofit Technology,

We provide consulting services in the following regions and/or state:
Nationally, New York

Ampla Marketing & Business Consulting

<https://www.DigitalFundraisingBlueprint.com>

(404) 713-1020 

Provides training on digital fundraising & marketing for nonprofits

Areas of Expertise:
Year End Giving, Fundraising Planning, Social Media, Marketing and Communications, Nonprofit Storytelling,

We provide consulting services in the following regions and/or state:
Nationally, Georgia



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!

COMMUNITYIT

“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

