



ASSOCIATE MEMBERSHIP BENEFITS GUIDE

REVISED & EXPANDED

OVERVIEW

About The Nonprofit Partnership

The Nonprofit Partnership is a membership-based organization that provides a wide array of program and support services to more than 350 member nonprofits. Our mission is to enhance the management and governance of regional nonprofit organizations through capacity-building programs and services.



The Nonprofit Partnership is a trusted resource and de facto authority in the regional nonprofit sector. Member organizations look to The Nonprofit Partnership to provide information and best practice resources on nonprofit governance, fundraising, communications, management, and a wide range of other topics.

Some of our programs include:

- workshops, seminars, and labs
- multi-week intensive training courses
- peer-learning groups
- webinars
- professional forums
- the annual Nonprofit Day conference
- in-depth consultations and technical assistance
- help desk and research services
- customized training

In short, nonprofits rely on The Nonprofit Partnership to help them amplify their impacts and enhance the invaluable work they do.

Throughout 2018, The Nonprofit Partnership held 46 educational events with a total of 483 attendees. And on October 18, 2018, 309 nonprofit staff and volunteer leadership from 143 different organizations attended 20 unique breakout sessions and 2 keynote addresses at the 19th annual Nonprofit Day conference.

66

total unique educational
events held in 2018

792

total attendees at NPP
educational events in 2018

In addition to healthy attendance at in-person events, we also enjoy high levels of engagement online as well. Our email newsletter, the Nonprofit Insider, currently has 2,729 subscribers with open and click-through rates at or above industry standards. We also have substantial followings on both Facebook and Twitter.

For more information, visit our website at YourNPP.org.

WHAT'S AN ASSOCIATE MEMBERSHIP?

In short, **Associate Memberships help businesses build relationships with member organizations through sustained engagement across multiple channels.**

Associate Memberships integrate traditional event-oriented sponsorships with other engagement opportunities to give your company the ability to interact with our membership all year long.

Associate Membership opportunities may include sponsorships at our annual educational conference, Nonprofit Day; sponsorships of regularly scheduled morning workshops, seminars, and labs, with the option to present on a topic; complimentary attendance at most morning sessions; a presence on The Nonprofit Partnership's website, YourNPP.org; advertisements in our email newsletter, the Nonprofit Insider; and complimentary nonprofit board service training for staff.

We also offer a Build Your Own Membership option. We recognize that each company has unique business objectives. With this in mind, we are happy to discuss customized Associate Memberships that may include opportunities such as sponsorships of our professional forums, a co-branded educational series on a particular subject, or another opportunity your company has identified.

Your Impact

When your company becomes an Associate Member of The Nonprofit Partnership, you can feel good knowing that, in addition to reaching tons of new prospects, you're investing in your community.

It's no secret that nonprofits take on meaningful work that's essential to a healthy society. They help to care for the sick, educate our children, support the arts, strengthen neighborhoods, and shape lives in innumerable ways.

When your company becomes an Associate Member of The Nonprofit Partnership, you make the much-needed educational resources that we provide more accessible to a network more than 350 organizations that need them, thereby increasing the impact of your contribution.

Nonprofits are one of any community's greatest assets – we hope you'll help us invest in these assets by becoming an Associate Member of The Nonprofit Partnership.

Questions?

If you have any questions, contact Erin Yates, Operations & Special Projects Manager, by email at eyates@yournpp.org or at (814) 240-2490.

ABOUT OUR MEMBER ORGANIZATIONS

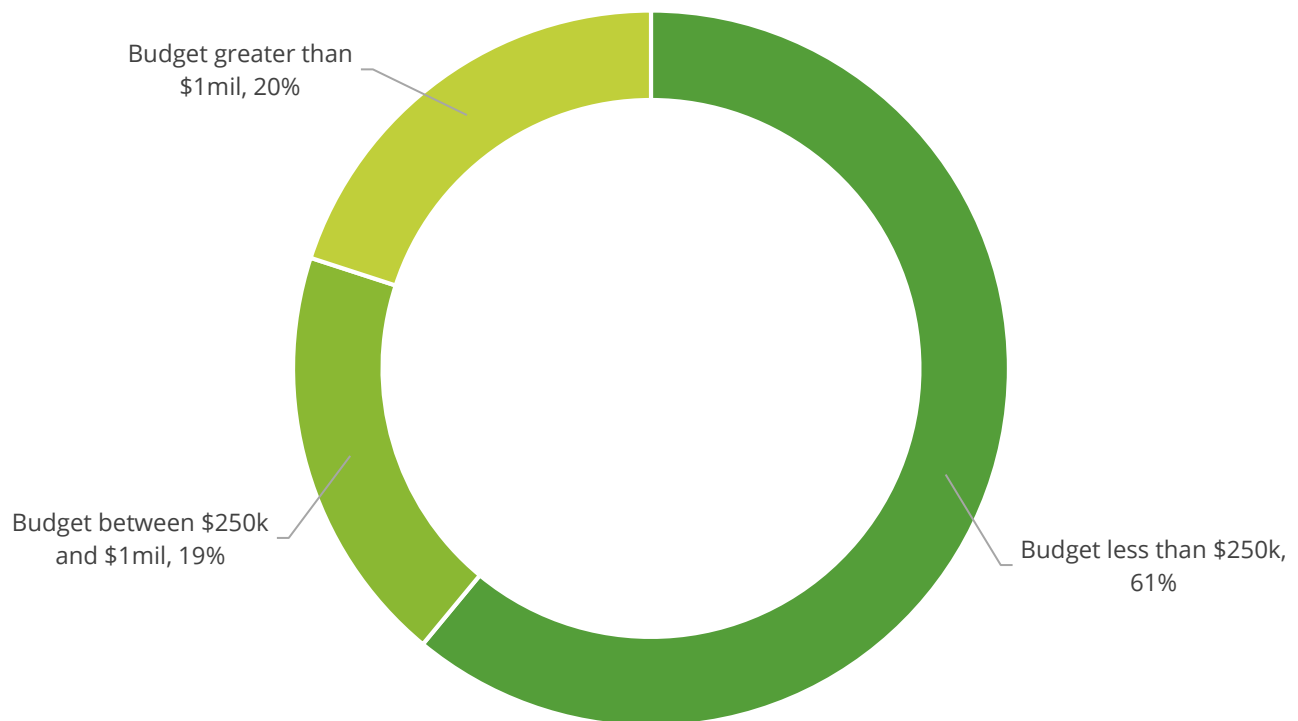
The Nonprofit Partnership currently boasts **more than 350 member organizations**. To join The Nonprofit Partnership, organizations must submit an application, a copy of their IRS designation letter, and a modest fee based on their annual operating budget.

Annual Operating Budgets

The majority of member nonprofits (61%) have annual operating budgets of \$250,000 or less. The remainder of organizations are nearly evenly split between those which have an annual operating budget between \$250,000 and \$1 million (19%) and those which have an annual operating budget greater than \$1 million (20%).

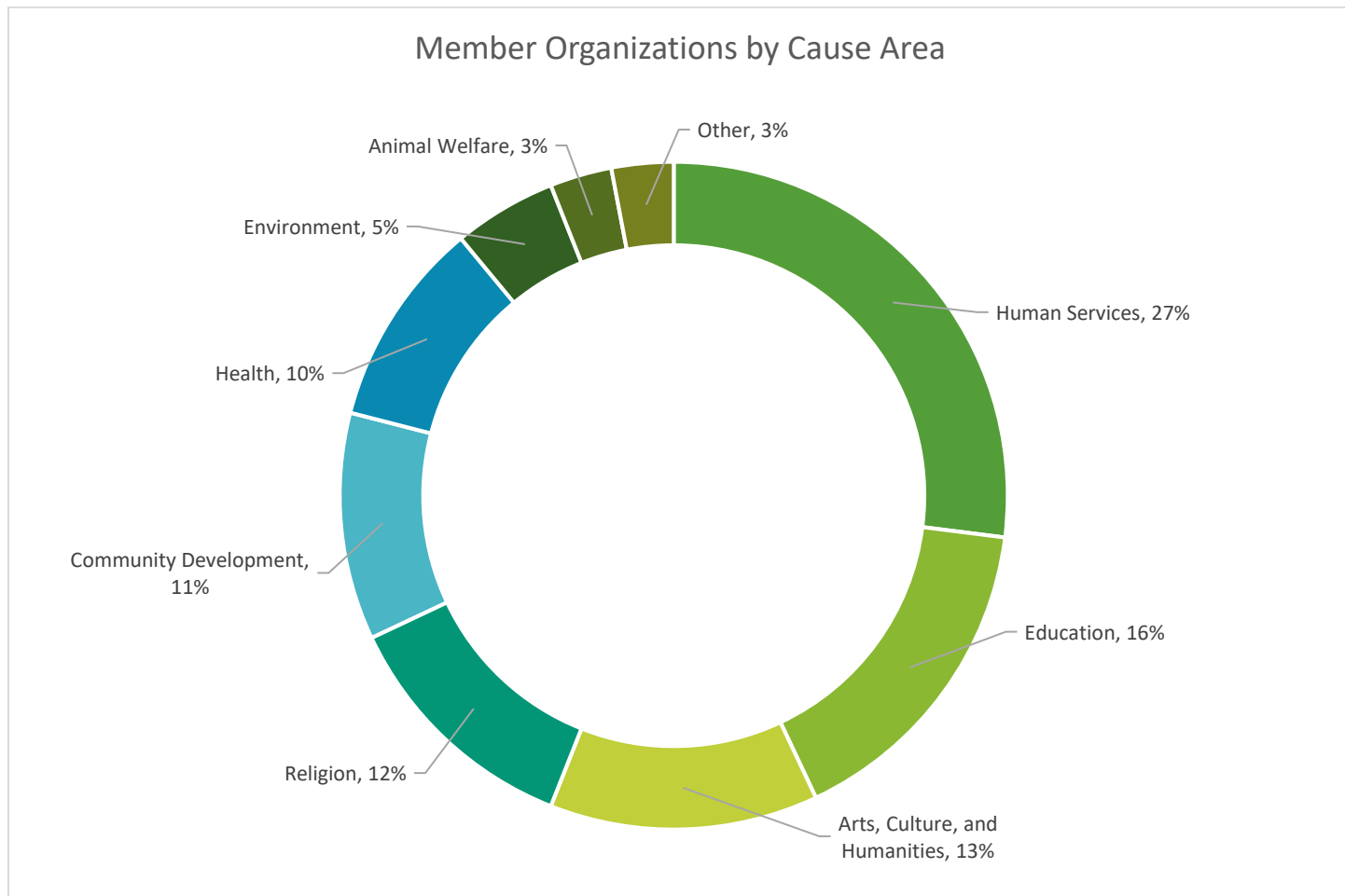
These numbers largely consistent with [research](#) that indicates the majority of nonprofits in the US have annual operating budgets of less than \$1 million.

Member Organizations by Annual Operating Budget



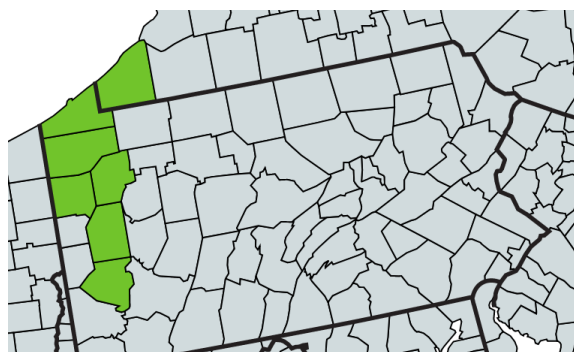
Cause Area

Our membership is made up of organizations that focus on a wide array of cause areas. A detailed [member directory](#), which includes each organizations' cause area, can be found on our website. A member organization classification key is also available on the left side of the page.



Location

The majority of our member organizations are concentrated in Erie and Crawford counties, but we also have members located in Mercer, Venango, Butler, and Allegheny counties in Pennsylvania and in Chautauqua County in New York.

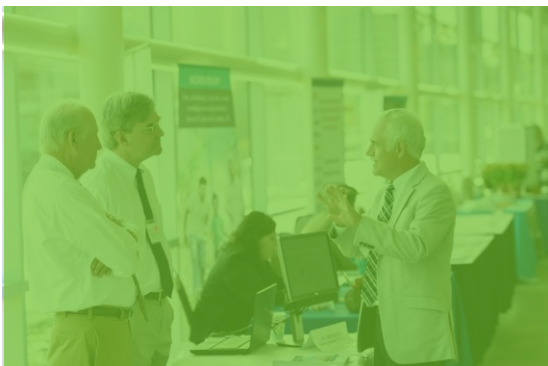


ASSOCIATE MEMBERSHIPS

Champion

\$3,500

- A **Premier Event Sponsorship** of The Nonprofit Partnership's annual [Nonprofit Day](#) conference
 - Special recognition in print and online as a Premier Event Sponsor, including on the Nonprofit Day website, in the conference program book, in marketing materials for the conference, in social media posts on Facebook and Twitter, and in various other locations
 - Signage recognizing your company as a Premier Event Sponsor displayed throughout the event
 - Recognition in opening comments of your company as a Premier Event Sponsor
 - One Session Sponsorship – see the Session Sponsorship benefit listing in the Nonprofit Day Sponsor and Exhibitor Prospectus for details
 - Opportunity to place a promotional item in conference attendees' swag bags
 - One Exhibitor space in our high-traffic vendor area, including an 8' draped table, plus Exhibitor passes and meals for all employees staffing the Exhibitor table
 - Opportunity to provide a prize for our Exhibitor booth drawing
 - Complimentary conference registrations for four attendees
 - Reserved seating at the front of the ballroom for breakfast and lunch
 - List of conference attendees, name, organization, title, and mailing address, provided after the conference
- Three sponsorships of regularly scheduled morning sessions at The Nonprofit Partnership, including the option to present sessions (topics to be discussed)
 - Co-branded event promotion across NPP's social channels, on YourNPP.org, in NPP's email newsletter, and elsewhere
 - Opportunity to distribute marketing materials to attendees and introduce speaker(s)
- Ten advertisements in NPP's email newsletter, the Nonprofit Insider
- Complimentary registration for five staff at a [Governance Gateway](#) training course for service on nonprofit boards
- Access to most of NPP's regularly scheduled morning sessions and discounts at other events
- Listing as an Associate Member on The Nonprofit Partnership's website, YourNPP.org



For more information on the annual Nonprofit Day conference, download the [2019 Nonprofit Day Sponsor & Exhibitor Prospectus](#) or contact Erin Yates at eyates@yournpp.org.

Patron

\$1,500

- A **Friend of Nonprofit Day Sponsorship** of The Nonprofit Partnership's annual [Nonprofit Day](#) conference
 - Recognition in print and online as a Friend of Nonprofit Day Sponsor, including on the Nonprofit Day website, in the conference program book, in marketing materials for the conference, in social media posts on Facebook and Twitter, and in various other locations
 - Signage recognizing your company as a Friend of Nonprofit Day Sponsor displayed throughout the event
 - Recognition in opening comments of your company as a Friend of Nonprofit Day Sponsor
 - Opportunity to place a promotional item in conference attendees' swag bags
 - One Exhibitor space in our high-traffic vendor area, including an 8' draped table, plus Exhibitor passes and meals for all employees staffing the Exhibitor table
 - Opportunity to provide a prize for our Exhibitor booth drawing
 - Complimentary conference registrations for two attendees
 - Reserved seating at the front of the ballroom for breakfast and lunch
 - List of conference attendees, with name, organization, title, and mailing address, provided after the conference
- Two sponsorships of regularly scheduled morning sessions at The Nonprofit Partnership, including the option to present sessions (topics to be discussed)
 - Co-branded event promotion across NPP's social channels, on YourNPP.org, in NPP's email newsletter, and elsewhere
 - Opportunity to distribute marketing materials to attendees and introduce speaker(s)
- Five advertisements in NPP's email newsletter, the Nonprofit Insider
- Access to most of NPP's regularly scheduled morning sessions and discounts at other events
- Listing as an Associate Member on The Nonprofit Partnership's website, YourNPP.org

Advocate

\$500

- 25% discount on an Exhibitor booth at The Nonprofit Partnership's annual [Nonprofit Day](#) conference
- One sponsorships of a regularly scheduled morning session at The Nonprofit Partnership, including the option to present a session (topic to be discussed)
 - Co-branded event promotion across NPP's social channels, on YourNPP.org, in NPP's email newsletter, and elsewhere
 - Opportunity to distribute marketing materials to attendees and introduce speaker(s)
- Two advertisements in NPP's email newsletter, the Nonprofit Insider
- Access to most of NPP's regularly scheduled morning sessions and discounts at other events
- Listing as an Associate Member on The Nonprofit Partnership's website, YourNPP.org

Build Your Own Membership

Pricing varies

- Build Your Own Membership opportunities may include a combination of other membership offerings, such as:
 - [Nonprofit Day](#) sponsorships
 - Sponsorships of regularly scheduled morning sessions, with the opportunity to present sessions (topics to be discussed)
 - Advertisements in NPP's email newsletter, the Nonprofit Insider
 - Access to most of NPP's regularly scheduled morning sessions and discounts at other events
 - Listing as an Associate Member on The Nonprofit Partnership's website, [YourNPP.org](#)
 - Complimentary registration for a number of staff at a [Governance Gateway](#) training course for service on nonprofit boards
- **Build Your Own Membership opportunities may also include:**
 - Sponsorship of a professional forum, such as [Leadership Way](#), [Midday Marketing Meet-Up](#), or [The Fundraising Focus](#)
 - Sponsorship of a multi-week intensive training course, such as [Governance Gateway](#) or [The Art & Science of Fundraising](#)
 - The opportunity to contribute guest blog posts on the [YourNPP.org blog](#) (topics to be discussed)
 - And much more! We are open to discussing other possibilities you've identified.

ESTABLISHING YOUR ASSOCIATE MEMBERSHIP

To establish your Associate Membership, contact Erin Yates by email at eyates@yournpp.org or at (814) 240-2490.

