

# THE ASSOCIATE MEMBERSHIP BENEFITS GUIDE

# OVERVIEW

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## About The Nonprofit Partnership

The Nonprofit Partnership is a membership-based organization that provides an array of educational 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.

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

**66** total unique events held in 2018

**792** total attendees at 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 more than 2,700 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](http://YourNPP.org).

# WHAT'S AN ASSOCIATE MEMBERSHIP?

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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 opportunity 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](mailto:eyates@yournpp.org) or at (814) 240-2490.

# ABOUT OUR MEMBER ORGANIZATIONS

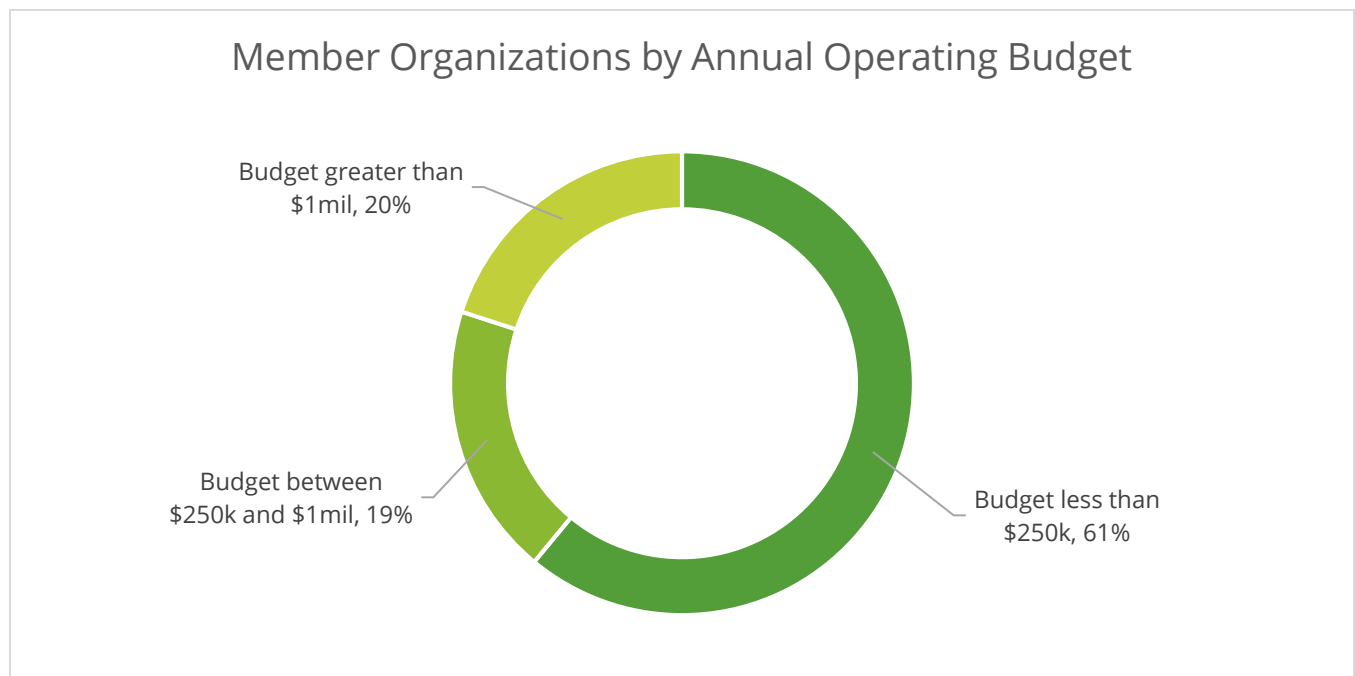
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The Nonprofit Partnership currently boasts **more than 350 member organizations**. To join The Nonprofit Partnership, organizations must submit an application, a copy of their IRS designation letter, and a modest fee based on their annual operating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

## Annual Operating Budget

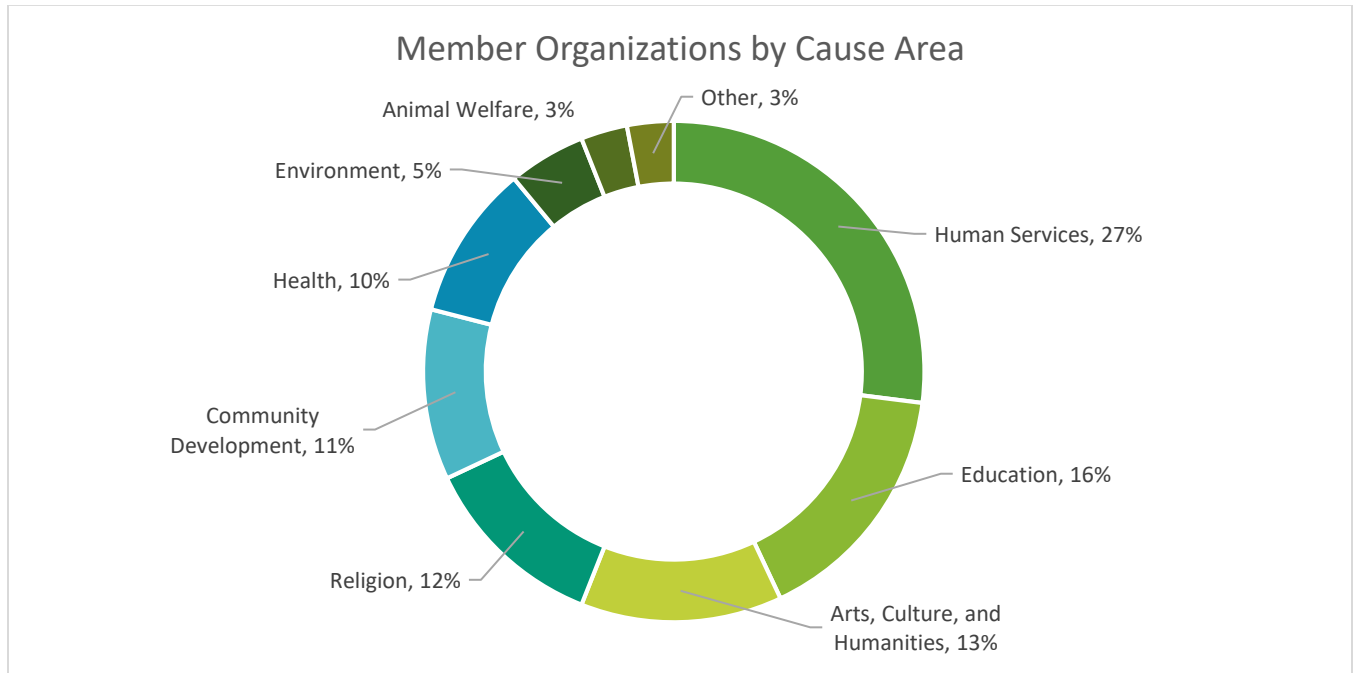
The majority of member nonprofits (61%) have annual operating budgets of \$250,000 or less. The remainder of organizations are nearly evenly split between those which have an annual operating budget between \$250,000 and \$1 million (19%) and those which have an annual operating budget greater than \$1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



## 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

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## Patron

**\$1,500**

- A Friend of Nonprofit Day Sponsorship of The Nonprofit Partnership's annual [Nonprofit Day](#) conference
  - A list of conference attendees' names, organizations, titles, and mailing addresses (provided after the conference)
  - Recognition in print and online of your company as a Friend of Nonprofit Day Sponsor, including on the Nonprofit Day website, in direct mail marketing materials, in email marketing campaigns, in promotional posts on Facebook and Twitter, in the conference program book, and in various other locations
  - Signage recognizing your company as a Friend of Nonprofit Day Sponsor displayed throughout the ballroom during the Opening Keynote and Luncheon Keynote
  - Your company's logo displayed on screens before the Opening Keynote and Luncheon Keynote and in session rooms throughout the day
  - An opportunity to add a small promotional item (pen, notepad, etc.) to attendees' conference bags
  - One Exhibitor space in our high-traffic vendor area, including an 8' draped table, meals for exhibiting staff, and placement on the Exhibitor Card
  - An opportunity to provide a prize for the Exhibitor Card drawing
  - Access to reserved seating at the front of the ballroom for the Opening Keynote and Luncheon Keynote
  - Two complimentary conference registrations which may be used by company employees or transferred to the Nonprofit Day scholarship pool
- Two sponsorships of morning workshops at The Nonprofit Partnership, including the option to present workshops (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

# Champion

**\$3,500**

- A Premier Event Sponsorship of The Nonprofit Partnership's annual [Nonprofit Day](#) conference
  - A list of conference attendees' names, organizations, titles, and mailing addresses (provided after the conference)
  - Recognition in print and online of your company as a Premier Event Sponsor, including on the Nonprofit Day website, in direct mail marketing materials, in email marketing campaigns, in promotional posts on Facebook and Twitter, in the conference program book, and in various other locations
  - Signage recognizing your company as a Premier Event Sponsor displayed throughout the ballroom during the Opening Keynote and Luncheon Keynote
  - Your company's logo displayed on screens before the Opening Keynote and Luncheon Keynote and in session rooms throughout the day
  - One Session Sponsorship – see the Session Sponsorship benefit listing in the Nonprofit Day Prospectus for details
  - An opportunity to add a small promotional item (pen, notepad, etc.) to attendees' conference bags
  - One Exhibitor space in our high-traffic vendor area, including an 8' draped table, meals for exhibiting staff, and placement on the Exhibitor Card
  - An opportunity to provide a prize for the Exhibitor Card drawing
  - Access to reserved seating at the front of the ballroom for the Opening Keynote and Luncheon Keynote
  - Four complimentary conference registrations which may be used by company employees or transferred to the Nonprofit Day scholarship pool
- Three sponsorships of morning workshops at The Nonprofit Partnership, including the option to present workshops (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

## NUMBERS TO KNOW

**350+** | Number of nonprofit professionals from organizations throughout PA, NY, and OH that will attend Nonprofit Day 2019.

**19** | Years that the Nonprofit Day conference has been going strong.

**2,960** | Subscribers to the Nonprofit Insider email newsletter (as of April 2019).

**3,157** | Number of followers that The Nonprofit Partnership has on Facebook, Twitter, and LinkedIn combined (as of April 2019).

# Bellwether

**\$5,000**

- A Premier Event Sponsorship of The Nonprofit Partnership's annual [Nonprofit Day](#) conference
  - A list of conference attendees' names, organizations, titles, and mailing addresses (provided after the conference)
  - Recognition in print and online of your company as a Premier Event Sponsor, including on the Nonprofit Day website, in direct mail marketing materials, in email marketing campaigns, in promotional posts on Facebook and Twitter, in the conference program book, and in various other locations
  - Signage recognizing your company as a Premier Event Sponsor displayed throughout the ballroom during the Opening Keynote and Luncheon Keynote
  - Your company's logo displayed on screens before the Opening Keynote and Luncheon Keynote and in session rooms throughout the day
  - One Session Sponsorship – see the Session Sponsorship benefit listing in the Nonprofit Day Prospectus for details
  - An opportunity to add a small promotional item (pen, notepad, etc.) to attendees' conference bags
  - One Exhibitor space in our high-traffic vendor area, including an 8' draped table, meals for exhibiting staff, and placement on the Exhibitor Card
  - An opportunity to provide a prize for the Exhibitor Card drawing
  - Access to reserved seating at the front of the ballroom for the Opening Keynote and Luncheon Keynote
  - Four complimentary conference registrations which may be used by company employees or transferred to nonprofit staff or volunteers
- One sponsorship of an NPP signature series, such as The Art & Science of Fundraising or The Journey
- Five sponsorships of morning workshops at The Nonprofit Partnership, including the option to present workshops (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)
- Fifteen advertisements in NPP's email newsletter, the Nonprofit Insider
- Complimentary registration for seven 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 additional information about the benefits listed above, refer to the **Details & FAQs** section at the end of this document.

**Questions?** Email Erin Yates at [eyates@ournpp.org](mailto:eyates@ournpp.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 morning workshops, with the opportunity to present workshops (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.

For more information on our annual **Nonprofit Day** conference, visit the [Nonprofit Day](#) section of our website or [NonprofitDay2019.org](http://NonprofitDay2019.org).

Don't already receive the **Nonprofit Insider** email newsletter? See the [archives](#) on YourNPP.org.

## ESTABLISHING YOUR ASSOCIATE MEMBERSHIP

To become an Associate Member of The Nonprofit Partnership, [fill out the form on our website](#) or email Erin Yates at [eyates@yournpp.org](mailto:eyates@yournpp.org)!

# DETAILS & FAQs

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Take a moment to look over some of our frequently asked questions below. Don't see your question here? No problem! Email Erin Yates at [eyates@yournpp.org](mailto:eyates@yournpp.org).

## ***What's a morning workshop sponsorship and what does it entail?***

When it comes to workshop sponsorships, you have two options to choose from:

1. Your company can sponsor a workshop that is already listed on our course calendar. Most workshops that are scheduled for the 9:00 AM to 10:30 AM time slot and that do not already have a corporate presenter or sponsor are eligible.
2. Your company can develop and present an original workshop. Workshops must be educational and topics must be relevant to member organizations.

If you choose to sponsor an existing workshop, you may choose to send a company representative to introduce the workshop's speaker and share some brief remarks with attendees. In the case of an original workshop, the presenter may take a few moments to talk about the company before beginning the presentation.

## ***When does the Nonprofit Insider run? Can I choose my ad dates?***

The Nonprofit Insider typically runs on Thursdays.

From time to time, holidays or other circumstances may make it imprudent to publish the Insider that week. If you have preferred ad dates, we will honor them to the best of our ability. If an Insider does not run on one of your preferred dates, your ad will be included in the next Insider.

If you do not share any preferred dates, your ads will run throughout the term of your membership on dates determined by NPP staff.

## ***What are the specs for newsletter ads?***

Newsletter ad graphics should be 600 pixels wide and no more than 600 pixels high. Ads can be linked to specific URLs.

Ads should be submitted at least one week in advance of their desired run date. Please send ads in .PNG or .JPG format to Ellen Kehl at [ekehl@yournpp.org](mailto:ekehl@yournpp.org).

If no ad graphics are provided, NPP will create simple ads for you using your logo and a few sentences about your company and its services.

## ***What is Nonprofit Day?***

Nonprofit Day is a full-day educational conference for nonprofit staff and volunteer leadership that attracts **more than 300 attendees** each year. This annual event provides a much-needed opportunity for the nonprofit community to come together to learn how to advance their organizations and the nonprofit sector. Keynotes and sessions throughout the day follow four thematic tracks: management & leadership, governance, fundraising, and marketing & communications.

The 19<sup>th</sup> annual Nonprofit Day will take place on Tuesday, October 29, 2019 at the Bayfront Convention Center in Erie, PA.

**For more information on Nonprofit Day attendees and the conference agenda, please refer to the Nonprofit Day Sponsor & Exhibitor Prospectus, which is available at [YourNPP.org](http://YourNPP.org) and at [NonprofitDay2019.org](http://NonprofitDay2019.org).**

## ***What's a conference bag?***

Each attendee receives a conference bag after they've checked in to the conference and picked up their lanyard. These bags are a convenient way for attendees to manage all of the handouts (and promotional goodies) they'll receive throughout the day.

Conference bags include a folder, a conference program book, an Exhibitor Card (more on that later) and various promotional items from Nonprofit Day Sponsors and Exhibitors.

## ***What counts as a "small promotional item"?***

If you'd like to include an item in attendees' bags, it must be:

1. Small. Items should not exceed the size of a standard water bottle. They need to fit into the conference bag and should be light enough to be carried around all day. When in doubt, the smaller, the better.
2. Useful. Examples of accepted items include pens, notepads, thumb drives, stress balls, etc.

You are, of course, welcome (and encouraged!) to display printed marketing materials at your Exhibitor table (or distribute them to session attendees if you are a Session Sponsor).

However, **we will not include promotional flyers, brochures, booklets, or any other printed collateral in conference bags.**

If you're not sure whether your item will qualify, email Erin Yates at [eyates@yournpp.org](mailto:eyates@yournpp.org).

## ***How many promotional items will I need?***

Please plan to provide approximately 425 items.

Unused items may be returned to your company on the day of the conference (if a company representative is present) or retained and used for future NPP programming, depending on your preference.

## ***I've decided on my promotional item. Now what?***

Now you'll just need to deliver your items to NPP so that we can place them into the conference bags for you.

**Items must be delivered to The Nonprofit Partnership by no later than 4:30 PM on October 18, 2019.**

The Nonprofit Partnership is located at 609 Walnut Street, Erie, PA 16502.

## ***What's the Exhibitor Card drawing?***

To further increase attendees' engagement with Exhibitors, we introduced the Exhibitor Card drawing.

Each attendee receives an Exhibitor Card in their conference bag. Exhibitor Cards have the name of each Exhibitor printed on them.

Attendees can enter to win one of several prizes by having their cards stamped by a given number of Exhibitors, then dropping their completed card into a box at The Nonprofit Partnership's table.

Winners are drawn at the conference reception.

All Exhibitors and all Sponsors that choose to have an Exhibitor table are automatically listed on the card.

## ***What makes the Exhibitor card so great?***

We're glad you asked! Our Exhibitors love the Exhibitor Card because it encourages attendees to strike up conversations with *you*, thereby increasing contacts made and leads generated – all without any extra effort! (Plus, who doesn't like prizes?)

## ***I want to provide a prize for the Exhibitor Card drawing. Are there any guidelines or restrictions I should be aware of?***

Prizes are meant to be enjoyed by the individual attendee, not the organization they represent.

**We will not accept coupons, vouchers for free consultations, free business services packages, or any other things of this nature.**

Some examples of past prizes include a Fitbit, a Google Home, a VISA gift card, and a flat screen TV. Prizes typically fall within the \$50 to \$150 range.

**EXHIBITOR CARD**

Get a stamp from 10 or more Exhibitors to be entered to win one of several prizes! Deposit your completed card at The Nonprofit Partnership's table by 4:30 PM to enter. The prize drawing will take place at the reception. Winners must be present to claim prizes.


Print name: Nicole Lees  
Print organization: Americorps VISTA

If you are unsure if the prize you would like to offer meets these criteria or if you would like to discuss prize ideas, please contact Erin Yates at [eyates@yournpp.org](mailto:eyates@yournpp.org).

## ***I picked out a prize for the Exhibitor Card drawing. What's next?***

Prizes may be delivered to The Nonprofit Partnership by 4:30 PM on October 18, 2019.

The Nonprofit Partnership is located at 609 Walnut Street, Erie, PA 16502.

If you prefer, you may also bring your prize to the Bayfront Convention Center on October 29, 2019.

## ***Who can use my company's complimentary conference registrations?***

Complimentary conference registrations may be used by staff of your company or they may be transferred to the Nonprofit Day scholarship pool.

When an individual applies for a Nonprofit Day scholarship, they fill out an application. If their application is approved and they receive a scholarship, they will be notified that their scholarship was made possible by your company's contribution.

## ***How can I access my company's complimentary conference registrations?***

When your company signs up as a Sponsor, you'll receive a unique promo code via email. Register for the conference online and enter this promo code at checkout to redeem your complimentary registrations.

If you wish to transfer your registrations to a nonprofit, you may forward this code to them.

**Registrations must be completed by the deadline listed on [NonprofitDay2019.org](http://NonprofitDay2019.org).**

## ***I'm attending Nonprofit Day as an Exhibitor. Can I sit in on a few sessions?***

You can attend sessions only if you have registered as an attendee using one of your company's complimentary conference registrations.

## ***How do I establish my Associate Membership?***

**Complete the form on the Associate Membership page of our website or email Erin Yates at [eyates@yournpp.org](mailto:eyates@yournpp.org)!**