Tactical Leadership & Strategy for the Modern Nonprofit

Created for thought leaders and innovators, NonProfit PRO is the industry’s go-to resource. Key decision makers depend on NonProfit PRO to help their organizations exceed their goals. Our responsive audience of professionals actively seeks our multichannel options for cutting-edge strategies and industry experts.

With our proven suite of marketing tools, and very knowledgeable media team, your brand’s message will always be in front of the audience you want – how you want - when you want. And maybe in some new ways too.
NonProfit PRO magazine, published 10 times per year, is considered by many to be the sector’s leading source of strategic fundraising information.

**FAST STAT:** Reach 32,000+ NonProfit PROfessionals with every issue

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**Daily eNewsletter**

*NonProfit PRO Today*

Cutting-edge trends, thoughtful commentary and relevant news from recognized industry experts across the country.

**FAST STAT:** 17,700+ opt-in subscribers

---

**Video**

Bring your brand to life and interact with customers in a whole new way. Our tailor-made professional videos focus on your organization, people, products, events, custom content and more! Video is the perfect vehicle to get your specific message seen and heard, exactly as you want it. And we have the channels to get it in front of the exact audience you seek.

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**eLearning**

Webinars and Virtual Conferences are full-service, turnkey marketing solutions that generate targeted leads and enhance your brand.

**FAST STAT:** Average Registration 500 webinar | 2,000+ virtual conference

---

**Marketing Services**

Short on time or resources? The NonProfit PRO team can create the content you need to help get your exact message out. From custom whitepapers to best practice reports and surveys, infographics and charts, we can support your content marketing efforts.

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**eBlast & Pay-Per-Lead**

Fill your sales funnel quickly with solo eBlasts to NonProfit PRO’s responsive email list, or take advantage of a customized Pay-Per-Lead program.

---

**Live Events**

NonProfit PRO offers a wide array of exciting events designed to get you in front of your target audience. 2015 will have six opportunities: Three full-day events and three breakfast events – all brimming with sponsorship opportunities.
NonProfit PRO Audience

Fundraising Professionals | Top Nonprofits | Charitable Corporations

We love our audience and feel privileged to bring them quality content to help them do their job. Here’s what they say about us:

“NonProfit PRO (formerly FS) serves a very useful function in our sector. It feeds us regularly with ideas and concepts that tickle our imagination. Some are new and exciting, but even the concepts with which we are familiar, presented in a different context, can also get the creative juices flowing.”

“Since leaving Washington, DC, NonProfit PRO (formerly FS) has been a critical lifeline of information. From the newsfeeds, to the editorials, to the magazine itself. Out here in the provinces, it’s hard to find this quality of information and I’m so thankful.”

“With NonProfit PRO (formerly FS), you have the opportunity to learn from a variety of professionals, each covering a different spectrum of the fundraising profession. The challenge is being able to keep up with the constant flow of ideas! There is literally something for anyone regardless of experience or knowledge of philanthropy.”

Angel Aloma, Executive Director, Food for the Poor
Keary Kinch, former DC nonprofit consultant, now University of Texas McCombs School of Business Alumni Director
Duke Haddad, Executive Director of Development, Salvation Army, Indiana Division and Senior Principal Consultant, G.J. Mongon & Co.

ANNUAL ORGANIZATION REVENUE (in millions)

- $50 million & above: 10%
- $10-49.9 million: 14%
- $5-9.9 million: 10%
- $1-4.9 million: 23%
- Under $1 million: 28%
- No answer: 15%

MAIN AREAS OF FUNDRAISING RESPONSIBILITIES

- Annual Campaign: 70%
- Major Gifts: 58%
- Corporate Giving: 54%
- Planned Giving: 48%
- Donor Research: 42%
- Capital Campaign: 33%
- Membership: 31%
- Cause-Related: 25%
- Institutional Advancement: 23%

ORGANIZATION’S PRIMARY MISSION

- *Social/Human Services, International Relief: 38%
- Education: 22%
- Health: 13%
- Other Mission: 5%
- Arts/Culture: 8%
- Environmental/Animal: 6%
- Religion: 6%
- Association: 2%

*Includes: Civic/Advocacy/Public Affairs, Youth Group, Public/Society Benefit
NonProfit PRO is driven by GREAT content.
First launched as FundRaising Success magazine 11 years ago, we continue to produce timely and relevant content that our readers turn to again and again. Reliable content that each responsive reader spends nearly an hour with, that two thirds share with co-workers, two thirds save for future reference, and at least half our readers visit a website based on an ad they saw.

And now, even with our exciting online channels, NonProfit PRO magazine continues to be an industry staple for leaders looking to grow their organizations - and get inspiration for new and better ways to run their business. Your ad in NonProfit PRO is a great place to get noticed - and imprint your brand on our readers - the audience you seek.

Talk to your salesperson about how to fine-tune your desired contacts and carry your brand throughout all of NonProfit PRO’s channels.

“If The New York Times is “the newspaper of record,” then NonProfit PRO (formerly FS) is surely the fundraising industry’s “publication of record.” It is widely respected, ubiquitously quoted and universally trusted among fundraising professionals.”

Willis Turner, Senior Copywriter,
Huntsinger & Jeffer
## 2015 Editorial Calendar

**Available in Every Issue** *(sample below of topics that could be covered)*

**Tech Talk:** platforms, integration, mobile, email lists, accounting software, database management, vendor partners, advocacy, emerging tech, gamification, crowdsourcing, responsive engagement

**Legal Matters:** state regulations, liabilities for P2P, tax deductions, gifts in kind, ratings, the IRS, compliance, accounting, proper receipting, lawsuits, copyrights & trademarks, human resources

**Fundraising Connection:** direct mail creative, board management, major gifts, staffing & human resources, telefundraising, grant writing, prospect research, list management, list rentals, association management fundraising, mobile, freemiums & premiums

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<tr>
<th>Month</th>
<th>Features</th>
<th>Bonus</th>
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<tr>
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<td><strong>Nonprofit Trends for 2015</strong></td>
<td><strong>Nonprofit Technology Conference</strong></td>
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<td><strong>Ad Close:</strong> 1.16.15</td>
<td><strong>Changing Leadership — (Almost) Painlessly</strong></td>
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<td><strong>Materials Due:</strong> 1.21.15</td>
<td><strong>Volunteers: Where to Find Them, How to Use Them</strong></td>
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<td><strong>March</strong></td>
<td><strong>Stealing Smart: For-Profit Best Practices for Nonprofits</strong></td>
<td><strong>Special Opportunity: Free 300 x 250 Web Ad</strong></td>
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<td><strong>Ad Close:</strong> 2.13.15</td>
<td><strong>BONUS: Top Nonprofit Attorneys Share Their Tax Tips</strong></td>
<td><strong>Show Distribution: AFP International</strong></td>
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<td><strong>The Omnichannel Nonprofit</strong></td>
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<td><strong>Good to Great: Growth Strategies for Up-And-Coming Nonprofits</strong></td>
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<td><strong>Materials Due:</strong> 3.20.15</td>
<td><strong>The Role of the Board in Nonprofit Success</strong></td>
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<td><strong>May</strong></td>
<td><strong>Nonprofit Professionals of the Year</strong></td>
<td><strong>Show Distribution: Cause Marketing Forum, Bridge Conference, NPPro Leadership Conference</strong></td>
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<td><strong>Ad Close:</strong> 4.17.15</td>
<td><strong>Corporate Philanthropy &amp; Social Responsibility</strong></td>
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<td><strong>Materials Due:</strong> 4.22.15</td>
<td><strong>Nonprofit Staffing, Training &amp; Productivity</strong></td>
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<td><strong>June</strong></td>
<td><strong>Rebranding: When and How? Yourself, Your Organization</strong></td>
<td><strong>Special Opportunity: 2 for 1 Advertorial</strong></td>
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<td><strong>Materials Due:</strong> 5.20.15</td>
<td><strong>Working with Agency Partners</strong></td>
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### July

**Features**
- Keeping Your Messaging Consistent
- Video Va-Va-Voom!

**Bonus**
- **Special Opportunity:** Free Solo e-Blast to 5,000 names
- **Show Distribution:** DMANF NY, NPPro

#### Government Affairs and Legal Eagles

*Ad Close: 6.12.15*
*Materials Due: 6.17.15*

**August**

**Features**
- Hiring: Staffing by Personality Type
- What’s New in Social Media

**Bonus**
- **Special Opportunity:** Free 300 x 250 Web Ad

#### The Pros & Cons of Celebrity Endorsers

*Ad Close: 7.22.15*
*Materials Due: 7.27.15*

### September

**Features**
- Case Study: Merger
- Merchandising

**Bonus**
- **Special Opportunity:** 2 for 1 Advertorial
- **Show Distribution:** NPPro Tech Breakfast, NPPro P2P Conference

#### Crisis Management

*Ad Close: 8.12.15*
*Materials Due: 8.17.15*

### October

**Features**
- What’s In A Brand
- Managing Affiliates

**Bonus**
- **Special Opportunity:** Free 300 x 250 Web Ad
- **Show Distribution:** NPPro Breaking Down Silos Breakfast

#### Gold Awards for Fundraising Excellence

*Ad Close: 9.22.15*
*Materials Due: 9.25.15*

### November/December

**Features**
- Resource Guide
- Professional Development - Make 2016 YOUR Year!

**Bonus**
- **Special Opportunity:** Free “Double Your Ad” + Free Enhanced Listing

#### Nonprofit Trends for 2016

*Ad Close: 10.16.15*
*Materials Due: 10.21.15*
NonProfit PRO Today - eNewsletter
(Formerly Today in Fundraising)

Our daily newsletter is overflowing with the most important industry news, stories and strategies that experts strive to stay on top of. When you are a part of the news, your ad or Featured Resource delivers results!

17,700 + Subscribers Delivered Daily

“I love raising money for a good cause; but in my line of work I rarely have time to fully uncover innovative fundraising strategies and emerging best practices. I keep my competitive advantage by turning to NonProfit PRO (formerly FS) ….thankfully, they highlight relevant studies, practical tips and meaningful resources…because of (NPPro/FS) I never miss what matters most to charitable fundraisers!”

Tycely Williams,
Association Director of Major Gifts,
YMCA Metropolitan Washington

Featured Resources
Highlight your whitepaper, demo, video, webinar or any lead-generation asset in the Featured Resource section.

- 5-day rotation in the top/premium position
  - Leaderboard: 728x90
    - $1000
  - Middle Sponsor: 728x90
    - $850
  - Bottom Sponsor: 728x90
    - $725

- 5-day rotation in the other 3 positions
  - $1250

Special first-time rates available
Call us!

DOWNLOAD NOW click here for eNews Specs
“NonProfit PRO (formerly FS) gives me and my colleagues inspiration. (They) focus on what is working in the world of fundraising by putting together some of the finest minds in the industry and letting them inspire us. (NPPro) shines a light on the best of our industry!”

Jeff Schreifels, Senior Partner, The Veritus Group
eLearning

Lead Generation and Thought Leadership at its Best!

NonProfit PRO offers multiple eLearning sponsorship opportunities. From full-service, turnkey webinars to our large and dynamic, education-filled annual virtual show, there’s something for everyone. Each event is carefully focused, expertly marketed, flawlessly produced and delivers a solid return on investment.

Webinars

Connect your brand to one of our many appropriate topics or create your own custom content and host your very own webinar. We have all the tools to help you run the show!

**Average webinar registrants - 500**

Webinars are accessible from attendees’ desktop, tablet or smart phone

**Traditional Webinars**

Live, hour long educational sessions that feature hot topics led by industry pillars and pioneers. Sponsorship provides a unique opportunity to align your brand with our editorial content.

**Webinar Express**

Short, pre-recorded webinars available to busy professionals on-demand. Work with an editor to put your presentation together or provide your own content.

NonProfit PRO’s Annual Virtual Show

You won’t have to leave your desk or incur travel or freight expenses to reap the benefits of these shows… there are sponsorship opportunities available at every possible price point and engagement level.

Our virtual event allows you to:

- Align yourself with NonProfit PRO’s stellar content
- Spotlight your solutions to a targeted audience
- Interact with attendees
- Generate leads, leads, and more leads!

**Average virtual show registrants – 2,000+**
NEED HIGH-QUALITY VIDEOS?

Bring your brand to life and interact with customers and prospects in a whole new way. Using video provides first-person experience – and that’s the next best thing to a customer standing right in front of you!

The Spotlight is on You!

Check out some sample videos at napcovevideoservices.com

Our tailor-made professional videos focus on your organization, people, products, events, custom content and more!

Production Options:

· Product Demo Videos
· Training Videos
· Company Profiles
· Testimonials
· Tradeshow Videos
· And so Much More

From pre- to post-production, our capabilities include:

· Producing, writing, storyboarding, cinematography, editing, sound design and motion graphics
· Encoding, streaming and delivery
· Social media and optimized online video strategy to determine the life and interactivity of your video after the final cut

Video is the perfect vehicle to get your specific message seen and heard, exactly as you want it. And we have the channels to get it in front of the exact audience you seek.
Meet, Greet, Learn & Grow!

NonProfit PRO prides itself on producing high-quality, meaningful events that allow you to network and engage with your target audience. Our events are intimate and are sure to give you one-on-one time with attendees, producing qualified leads that translate into major ROI.

Over 95% of attendees rated our events Good to Excellent

Over 95% of attendees would attend another NPPro event or recommend it to a friend/colleague

Over 97% of attendees found the information they learned during our event beneficial to their organizations

Over 92% of attendees said they expect to apply information they obtained at the events to their organization in the next year

“This is the type of event you do when you are ready to think outside of the box and really get engaged with new people and new ideas.”

— Rex Albright, March of Dimes

“I was engaged every minute of the day, and appreciated the fellowship with people in the same boat. Thanks for putting together such an informative event.”

— Laura Colon, SPIN

“This was the best conference I have been to in a while - a very different approach that worked well for both veteran fundraisers and those new to the industry, for organizations large and small (and those in between).”

— Susan Paine, Human Rights Campaign

Full Day Conference Events

1-day conference with cocktail hour the night before
- NonProfit Leadership | Washington, DC
  - May 05
- Emerging Tech & NonProfit Growth | Philadelphia, PA
  - May 21
- Peer-to-Peer Fundraising | Washington, DC
  - Oct 01

Wake Up Your Fundraising Breakfasts

- New York City
  - Apr 16
- Washington, DC
  - Sept 29
- Chicago, IL
  - Oct 15

*Sponsorship Packages range from Patron Sponsor at $3,500 to our highest honor, the Diamond Sponsor at $20,000.

Ask your sales rep for more information about Upcoming Events and a Sponsorship package just right for you!

*Dates and locations subject to change.
ENJOY IMMEDIATE RESULTS WITH EMAIL

The perfect vehicle to quickly promote:

- Whitepapers
- Webinar Registration
- Trade Show Attendance
- Surveys
- Video Information or Demos
- Yourself!

PAY FOR PERFORMANCE

Pay-per-lead programs deliver cost-effective qualified leads!

- Submit your PPL worksheet with your specified filters
- Supply your whitepaper(s)/assets, etc
- NonProfit PRO builds the landing page and delivers your leads daily or weekly
- You follow up with your new contacts and grow your business!

Multiple Selects Available!
Talk to your sales rep.

Ping us for custom packages and a quote!

Grow your leads quickly with email list rental! Promote your brand to established and proven NonProfit PROfessionals.

NonProfit PRO email addresses - 14,000+

Talk to your salesperson about more options for leads from NAPCO Media brands.

Email · Postal · Phone · Pay-Per-Lead

Reach responsive nonprofit decision makers!
Marketing Services

Are you short on marketing resources?

Let us help!

NonProfit PRO’s Marketing Services Division acts as an extension of your marketing team. We know and understand the markets you service and will help you identify and attain your goals. From content creation to list enhancement and promotion, we can help you do it all!

Our creative services include (but are not limited to!):

- Surveys
- Infographics
- Whitepapers
- Case Studies
- Original Web Content
- Custom eNewsletters
- Corporate Collateral
- Custom Print Publications
- Landing Pages/HTML

CREATIVE SERVICES

Do you have information to convey but not sure how to do it? Numbers or stats that need their story told? Our first-rate editorial, graphic design and production departments provide Content Marketing, White Papers, Print and Digital Collateral Design, and more!!!

DATA APPEND

We enhance your existing data with up-to-date demographic and other contact details to ensure you’re not wasting your marketing dollars on an outdated database. You gain access to the latest and greatest audience information in the marketplace.

SURVEYS

Interested in current industry trends? Want feedback on your solutions? Need content for a whitepaper or infographic? NonProfit PRO surveys are a fantastic way to get all that info in one place. We will create a personalized survey, promote it to our list and guarantee responses.

LANDING PAGES/HTML CREATION

We can create personalized landing pages and HTMLs to fit your needs – it’s as simple as that. Contact your sales rep for examples of what we can do for you!

TELEMARKETING LEAD GENERATION

Discover your best prospects, speed up the sales cycle and find the critical intelligence needed to support your efforts. We’ll find, qualify and deliver A+ leads into your sales pipeline!

Click here for Marketing Services Brochure
## NonProfit PRO Subscribers

### Sample List

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<td>KENNEDY CENTER</td>
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<td>ACLU</td>
<td>KIMMEL CENTER FOR THE PERFORMING ARTS</td>
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<td>ALZHEIMERS ASSOCIATION</td>
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<td>YMCA</td>
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<tr>
<td>KABOOM!</td>
<td>YWCA</td>
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