

Sponsor the Association of Nonprofit Specialists!

About

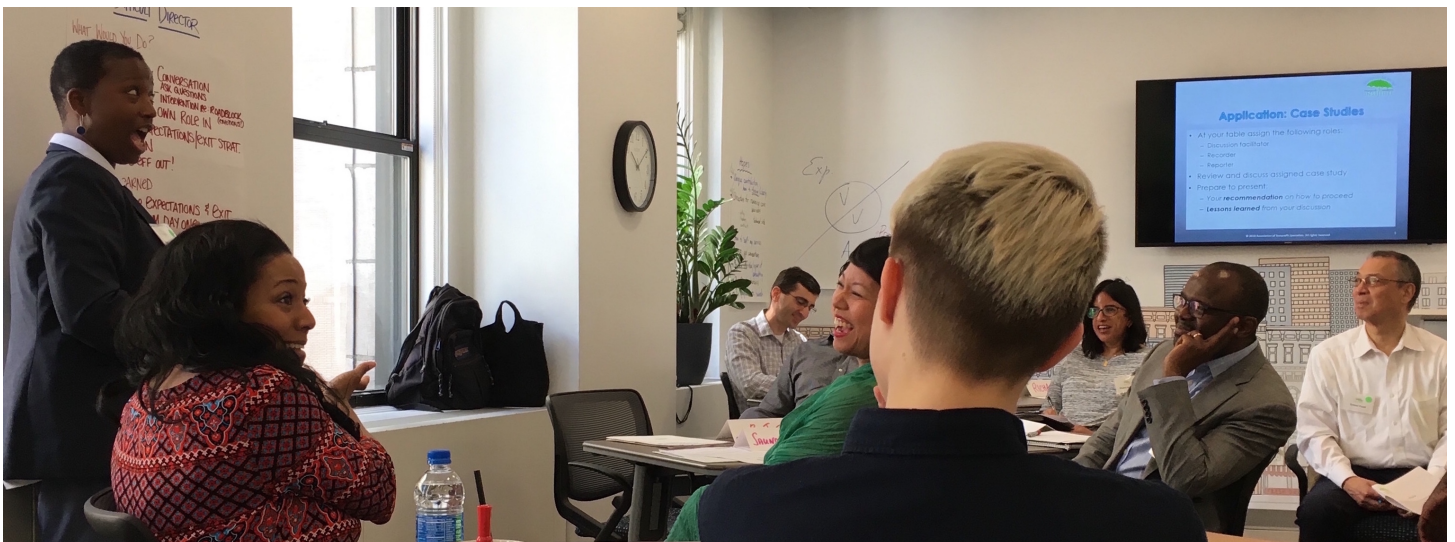
The Association of Nonprofit Specialists fosters learning and collaboration among a diverse community of consultants to strengthen the nonprofit sector. Our members are experts in fundraising, strategic planning, IT, governance, finance, HR, marketing, evaluation, and more. Most are based in the Greater NYC area, and serve nonprofits throughout the US and internationally.

For over 20 years, the Association of Nonprofit Specialists has offered high quality programming on topics critical to the nonprofit sector. We envision an equitable, just, and vibrant world supported by a thriving nonprofit sector, and provide programs aimed at strengthening the consultant community to support this vision.

Sponsoring Us

Our sponsors represent a wide cross section of industries including for-profits, nonprofits, academic institutions, and government agencies. Thanks to our sponsors, we're able to deliver various education and networking programs to our members and the nonprofit sector at large.

Partnering with the Association of Nonprofit Specialists provides exclusive access to nonprofit experts and demonstrates your commitment to strengthening the nonprofit community. Supporting us also shows that you care about the issues that are important to them and allows the opportunity to build rapport with respected service providers who interact daily with hundreds of nonprofits representing various causes.



Past and Present Sponsors + Partners

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Become an Annual Sponsor

Be recognized at 30+ events throughout the year for \$5,000 (\$4,500 for Institutional Members)

Annual Sponsor Benefits:

- ✓ Year-round acknowledgement on our website
- ✓ Acknowledgement in all related event listings on our website
- ✓ Acknowledgement in all related email and social media event promotions
- ✓ Acknowledgement in all related event slides
- ✓ Free attendance for up to 2 representatives at each event

○ Consultant Circles

Direct Reach: 25+ members per convening x 18 convenings



These virtual member convenings include a brief spotlight on a member's area of specialty and their challenges and collaborative needs, followed by breakout discussions on rotating topics intended to build skills and community. The original Consultants Circle meets monthly, whereas the newer Strategic Planning Circle meets bi-monthly. Other topic areas occasionally meet based on interest.

○ Education & Networking Events

Direct Reach: 40+ members and other nonprofit professionals per event x 4 events



These public quarterly events - offered both virtually and in-person - bring consultants and other nonprofit leaders together to learn about important trends, share insights and create meaningful connections. Past events have focused on business development, DEI, and innovative ways consultants can and do support nonprofits and each other.

○ Public Workshops for Nonprofits

Direct Reach: 90+ nonprofit professionals per workshop x 8 workshops



In conjunction with our capacity building partners including Nonprofit New York, our public workshops attract nonprofit board members and professionals interested in building their organizational capacity around topics like strategic planning, fundraising, DEI, finance, and more. Expert facilitators from our membership will present to our partners' broad and diverse audience of providers.

○ Special Offer: Nonprofit Consultants Institute

Direct Reach: 15-25 current and emerging nonprofit consultants



In support of our commitment to further diversify and strengthen the consulting field, scholarships will be offered to emerging consultants who are otherwise unable to afford the registration fee for our renowned Nonprofit Consultants Institute, a 2-day intensive program that empowers participants to create sustainable, thriving consulting practices. Annual Sponsors can fund 1 or more scholarship seats at a discounted rate of \$745 (instead of \$945 each).

Who You Will Reach – 2023 Highlights

We're proud to have served and connected with our community in a number of different ways in 2023.

18 Consultant Circles for our members:

- 11 Consultant Circles: 26 average registrants per meeting
- 6 Strategic Planning Circles: 23 average registrants per meeting
- 1 Consultants of Color Circle: 54 registrants

1 Consultants Institute with 13 registrants, including 1 full scholarship seat and 2 partial scholarship seats

5 additional educational and networking events with an average of **42** registrants per event

4 free online public workshops + 4 Office Hours sessions for nonprofit professionals, facilitated by members via our partnership with Nonprofit New York, with **95** average registrants per workshop and **29** average registrants per Office Hour

2 cycles of MemberMatch with an average of **22** members participating per cycle

Additionally, we have a very engaged online community, exceeding industry averages with our engagement metrics in email and social media.

Ongoing social media, web and email contact:

- Member email list: 120+ individuals and institutions, 71% open rate
- Network email list: 1,500+ nonprofit consultants and professionals, 37% open rate
- LinkedIn: 830+ followers, 9% organic engagement rate, 4.72% average CTR
- LinkedIn Group: 950+ members
- Website: average of 3,800 page views and 2,300 unique visits quarterly



Our Values

All of our work is informed by our values, and we seek sponsors committed to helping promote them.

- **Integrity** - *We approach our work with each other and with our clients with excellence, integrity, and the highest ethical standards.*
- **Equity & Justice** - *We value diversity and are committed to inclusion. We believe in challenging structural inequities and working to promote justice.*
- **Community** - *We value collaboration, partnership, and the creation of a vibrant community alongside each other and nonprofit organizations in achieving the greatest impact.*
- **Learning** - *We are committed to a mindset of constant growth and learning. We believe in advancing knowledge within the sector and do so with humility.*
- **Belief in Nonprofits** - *We center nonprofit organizations as catalysts for change. We value the contributions of the nonprofit sector and those who work within it.*
- **Caring** - *We believe our work thrives when we listen deeply, act with kindness, and care for each other and our communities. We seek to approach our work with courage and joy.*

Contact

To learn more about how to become a sponsor and the related benefits, please contact us at:
Info@NPSSpecialists.org

**Thank you for your consideration in partnering with
the Association of Nonprofit Specialists.**

