

# NONPROFIT ANALYST INSIGHTS

## A Research & Lead-Gen Program

### PROGRAM PARAMETERS

- Exclusive and custom white paper topic determined by sponsor partner and written by NonProfit PRO team
- Includes 2-3 page white paper with charts based on existing data
- White paper can be co-branded NonProfit PRO or white-labeled
- Includes 1 round of revisions by sponsor partner
- Includes 2 week delivery from contract sign
- Includes promotion in NonProfit PRO's Resource Library and e-newsletter as a Featured Resource after completion
- Project team includes NAPCO Research Analyst and NonProfit PRO subject matter expert
- Sponsor partner owns white paper after production for own marketing usage
- Includes 1,200 word limit

### BENEFITS

- Bring market awareness and position your company as a thought leader
- Demand generation from trusted source reaching 65k leading nonprofits
- Provide nonprofits with educational and valuable research

**INVESTMENT VALUE:**  
**\$7,500**

### AUDIENCE

NonProfit PRO reaches 65,000-plus leading nonprofits via events, daily and weekly e-newsletters, podcasts, webinars, research, online content, and social media.

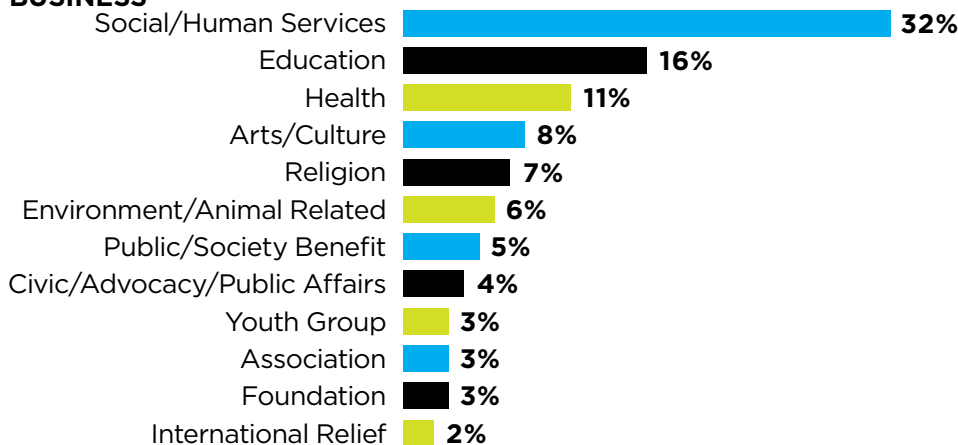
#### TITLES

Pres/CEO | CFO/Treasurer  
Board Member

#### JOB FUNCTIONS

Business Management | Marketing Management  
Planned Giving | Program Director

### BUSINESS



### SOCIAL



**FACEBOOK**  
5,200+ followers



**LINKEDIN**  
9,300+ connections



**TWITTER**  
17,000+ followers

### CONTACT OUR SALES TEAM:

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