

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

January/February	Features	Bonus
<p>Nonprofit Trends for 2015</p> <p>Ad Close: 1.16.15 Materials Due: 1.21.15</p>	<p>Changing Leadership — (Almost) Painlessly</p> <p>Volunteers: Where to Find Them, How to Use Them</p>	<p>Nonprofit Technology Conference</p>
March	Features	Bonus
<p>Stealing Smart: For-Profit Best Practices for Nonprofits</p> <p>Ad Close: 2.13.15 Materials Due: 2.18.15</p>	<p>BONUS: Top Nonprofit Attorneys Share Their Tax Tips</p> <p>The Omnichannel Nonprofit</p>	<p>Special Opportunity: Free 300 x 250 Web Ad</p> <p>Show Distribution: AFP International</p>
April	Features	Bonus
<p>Good to Great: Growth Strategies for Up-And-Coming Nonprofits</p> <p>Ad Close: 3.17.15 Materials Due: 3.20.15</p>	<p>Responsible Buying for Nonprofit Needs</p> <p>The Role of the Board in Nonprofit Success</p>	<p>Special Opportunity: 2 for 1 Advertorial</p> <p>Show Distribution: Fundraising Day in NY, NPPro Tech Breakfast</p>
May	Features	Bonus
<p>Nonprofit Professionals of the Year</p> <p>Ad Close: 4.17.15 Materials Due: 4.22.15</p>	<p>Corporate Philanthropy & Social Responsibility</p> <p>Nonprofit Staffing, Training & Productivity</p>	<p>Show Distribution: Cause Marketing Forum, Bridge Conference, NPPro Leadership Conference</p>
June	Features	Bonus
<p>Rebranding: When and How? Yourself, Your Organization</p> <p>Ad Close: 5.15.15 Materials Due: 5.20.15</p>	<p>DRTV</p> <p>Working with Agency Partners</p>	<p>Special Opportunity: 2 for 1 Advertorial</p>

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July	Features	Bonus
<p>Government Affairs and Legal Eagles</p> <p>Ad Close: 6.12.15 Materials Due: 6.17.15</p>	<p>Keeping Your Messaging Consistent</p> <p>Video Va-Va-Voom!</p>	<p>Special Opportunity: Free Solo e-Blast to 5,000 names</p> <p>Show Distribution: DMANF NY, NPro Emerging Tech & NonProfit Growth</p>
August	Features	Bonus
<p>The Pros & Cons of Celebrity Endorsers</p> <p>Ad Close: 7.22.15 Materials Due: 7.27.15</p>	<p>Hiring: Staffing by Personality Type</p> <p>What's New in Social Media</p>	<p>Special Opportunity: Free 300 x 250 Web Ad</p>
September	Features	Bonus
<p>Crisis Management</p> <p>Ad Close: 8.12.15 Materials Due: 8.17.15</p>	<p>Case Study: Merger</p> <p>Merchandising</p>	<p>Special Opportunity: 2 for 1 Advertorial</p> <p>Show Distribution: NPro Tech Breakfast, NPro P2P Conference</p>
October	Features	Bonus
<p>Gold Awards for Fundraising Excellence</p> <p>Ad Close: 9.22.15 Materials Due: 9.25.15</p>	<p>What's In A Brand</p> <p>Managing Affiliates</p>	<p>Special Opportunity: Free 300 x 250 Web Ad</p> <p>Show Distribution: NPro Breaking Down Silos Breakfast</p>
November/December	Features	Bonus
<p>Nonprofit Trends for 2016</p> <p>Ad Close: 10.16.15 Materials Due: 10.21.15</p>	<p>Resource Guide</p> <p>Professional Development - Make 2016 YOUR Year!</p>	<p>Special Opportunity: Free "Double Your Ad" + Free Enhanced Listing</p>