



**BoardSource SmartBrief**  
BoardSource

**2015 Media Kit**

**SmartBrief**

## What is BoardSource SmartBrief?

An opt-in, daily email newsletter read by highly engaged nonprofit leaders and funders. Comprised of the day's top news about nonprofit governance, sourced from hundreds of top media outlets and trade publications.

## A Hit with Subscribers!

"It's about more than just awareness building. It has had a definite impact on how I do business. The information is so timely and far reaching that it helps me to think about innovation and development going forward."

**-Executive Director**

"When I meet with clients I am better informed. I know things that [they] haven't heard yet, and it allows me to speak knowledgeably about a wide range of topics. It is a great confidence builder." - **President & CEO**

# 30,870

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## About SmartBrief:

- **Leader in Industry News:** We publish 200+ daily e-newsletters across 13 vertical industries.
  - **Critical to the Informed Professional:** We reach more than 5.8 million engaged subscribers.
  - **On your Desktop, Tablet or SmartPhone Daily:** Our average open rate is more than twice the industry standard.
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## Contact:

**Aaron Lawrence, Account Director**

(202) 499-2123

[alawrence@smartbrief.com](mailto:alawrence@smartbrief.com)

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## BOARDSOURCE® SmartBrief

Daily news for nonprofit decision-makers

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### Nonprofit Headlines

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#### More American weddings incorporate charity



(Joe Raedewitz/Getty Images)

Adding a charitable aspect to weddings is becoming increasingly popular in the U.S. For example, 242,000 couples have asked guests to give charitable donations through the I Do Foundation registry since 2002. The trend is due, in part, to later marriages, and "I also think we need to give some credit to a more socially aware and active generation," said I Do Foundation Director of Marketing Candy Culver. [The Chronicle of Philanthropy](#) (4/20)

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#### LA nonprofit boosts voter turnout by offering \$25,000 prize

The Southwest Voter Registration Education Project will award one District 5 voter in the Los Angeles Board of Education election with a gift of \$25,000. "This is an experiment, a nontraditional out-of-the-box strategy" due to the fact that "participation has gotten so bad," said Southwest President Antonio Gonzalez. Only 12% of registered voters in the area voted in the primary school board election in March. [Los Angeles Times \(tiered subscription model\)](#) (4/20)

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#### Community cafe model moves into more U.S. markets

Community cafes with pay-what-you-can models are gaining traction across the country, with many turning to the nonprofit consultancy One World Everybody Eats for advice and training. Operators range from independents like Denver's SAME (So All May Eat) Cafe to big chains including Panera Bread. "Even though it's hard -- trying and challenging at times -- watching someone gain some self-worth and get back on his feet is magical," said SAME co-founder Libby Birky. [QSR Magazine](#) (4/20/15)

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#### Free eGuide: The Millennial Donor Playbook

Why should you care about Millennials now? Millennials are 80M strong in the U.S. and your young supporters represent the leading edge of technology adoption and online behavior. If you want to know where donor engagement is heading, look to Millennials to understand how all generations are evolving. Get Network for Good's newest eGuide, The Millennial Donor Playbook, to help you better engage with Millennial donors, volunteers, supporters, and board members. [Get the Guide Today!](#)

### Boards in Action

#### Proposed N.C. sales tax change would harm nonprofits, says YMCA board member

A proposal in North Carolina that would limit sales-tax refunds for nonprofits would be detrimental to the sector, writes YMCA of the Triangle board chairman Mary Nash Rusher. "If North Carolina's elected officials impose a new sales tax on the nonprofit sector, the YMCA will have fewer resources to reinvest in the community," she writes. [The News & Observer \(Raleigh, N.C.\)](#) (4/21)

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### Strategic Leadership

#### 4 tips to help nonprofits build a culture of care

Nonprofit organizations can create a culture of care by making recruitment more welcoming, implementing organizational rituals, investing in employees and holding staff accountable in a caring way. These efforts can include mentorship programs and get-togethers for staff. Having a culture of care makes nonprofits stronger and motivates staff to do their best. [Stanford Social Innovation Review](#) (4/21)

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### Sector Analysis and Impact

#### Study: Rural areas with high rates of immigration have better economies

Rural areas with a lot of immigrants are more likely to have good economies than rural areas with low levels of immigration, according to a recent study. "Immigrants are moving to areas that are economically vital," said Don Lichter, director of the Cornell University Population Center. "They move there because there are jobs, and because they go there, it creates employment opportunities for others. They buy things, they use services, they need housing, they are consumers, and that's good for local economies." [NonprofitQuarterly.org](#) (4/21). [DailyYonder.com \(Austin, Texas\)](#) (4/19)

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### Nonprofit Leaders in the News

#### Whoopi Goldberg is named Power of Women honoree by Variety



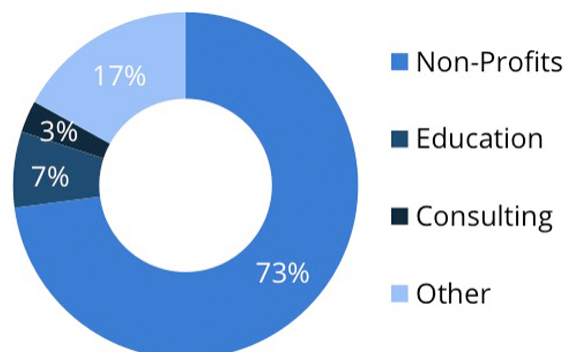
(Alex Wong/Getty Images)

Variety recognized Whoopi Goldberg as one of its Power of Women New York honorees for her work with the nonprofit Figure Skating in Harlem. Goldberg serves as an honorary chair for the organization, which uses figure skating to teach girls about leadership and the importance of school. "Anytime someone is passionate about something, I feel like you have to encourage that," said Goldberg. [Variety](#) (4/21)

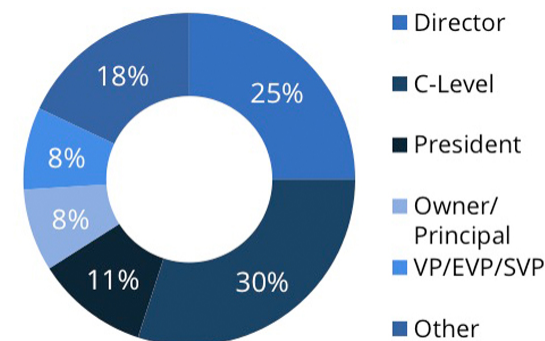
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## Subscribers by Position Level:



## BoardSource Readers:

1. YMCA
2. Big Brothers Big Sisters
3. Boys & Girls Clubs of America
4. Habitat for Humanity
5. United Way
6. Susan G. Komen for the Cure
7. Make-A-Wish Foundation
8. Goodwill Industries
9. US Lacrosse
10. American Lung Association

## Why Advertise With Us?

### Informed Professional Audience

SmartBrief's association partnerships give us unmatched access to business decision-makers across **13 vertical industries**. Our **100% opt-in** subscription model guarantees your message reaches a qualified, engaged audience.

### Expert Content Curation and Native Advertising Experts

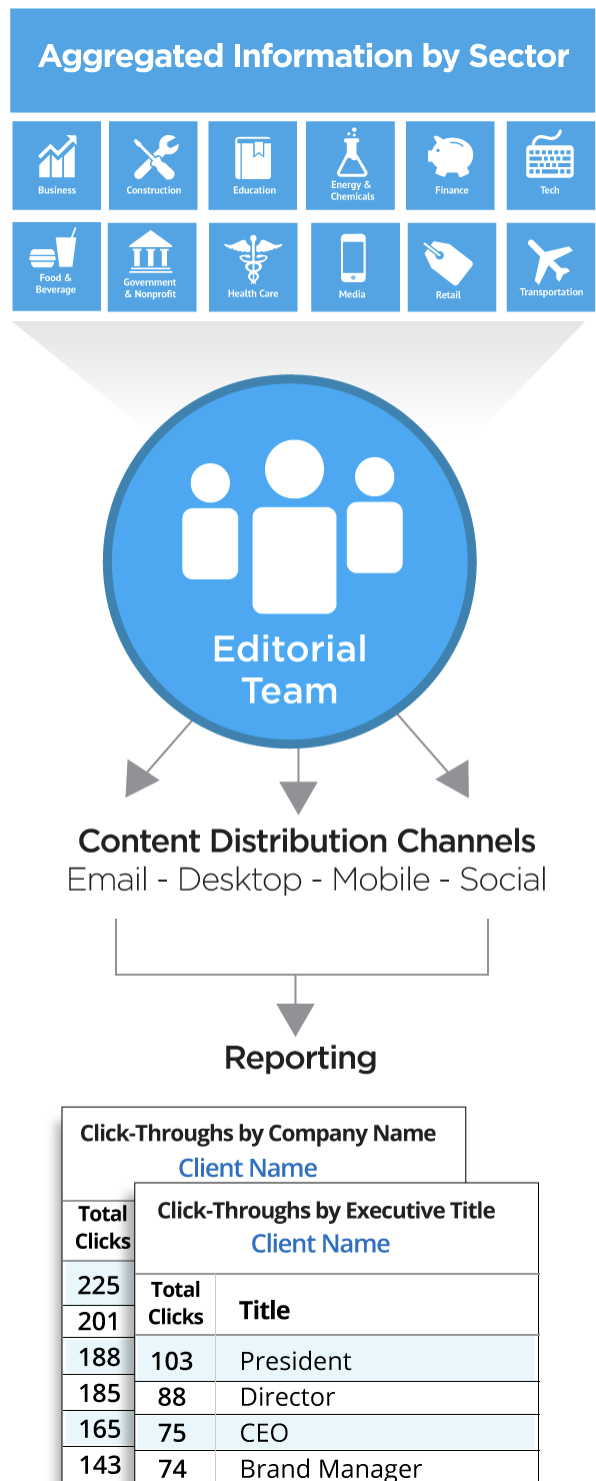
Our expert editorial staff has **15 years of experience** handpicking and summarizing the most relevant articles for busy business professionals.

The timeliness and quality of our content makes us a trusted part of our readers' news and information consumption routine, allowing us to maintain a unique **open rate of more than 30%**.

### Targeted Advertising and In-depth Campaign Reporting

Subscribers provide their **business card information** when they sign up for a SmartBrief newsletter. We use this data – including industry, job title, position level and geography – to target ads precisely to key demographics.

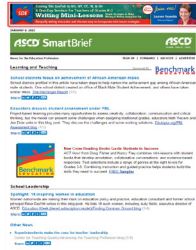
SmartBrief prides itself on the level of aggressively detailed reporting that we provide our advertising partners. We go beyond the aggregate data and show you the **company names** and **job titles** of people interacting with your ad.



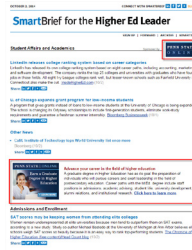
## Advertising & Content Marketing Opportunities

### Display & Native Advertising

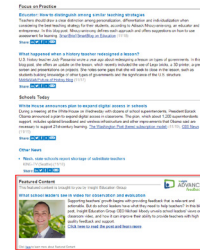
#### Leaderboard



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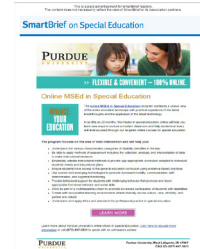
#### Special Report



#### Spotlight



#### Dedicated Send

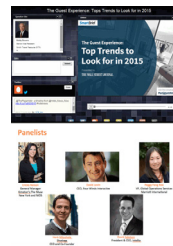


### Content Marketing

#### White Paper



#### Full & Self-Service Webinars



#### Executive Q&A Series



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News 4	\$150/issue

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