



### Preferred Partners Program

**Florida Nonprofits and Preferred Partners work together in three program areas:**

- **Product/Service Packaging**
- **Short- and Long-term Marketing Plan**
- **Evaluation and Shared Success**



# HEARTS

HELPING EDUCATING  
ADVOCATING RESEARCHING  
TRAINING SAVING

Development in these areas is designed to meet the needs of the nonprofit community and to help with basic services and products used to provide programs for a variety of organizations. Categories may include Health, Human Service, Education, Environment, Public Policy, Youth, Religious and others. Preferred Partners are eligible to become Associate Members at contributions ranging from \$2,500 - \$30,000. Added-value benefits are available at various price tiers.

#### **Service Packaging:**

The service packaging component is customized for Florida Nonprofits' members and nonprofits in Florida containing incremental benefits that serve to stimulate members' participation. The goal is to provide the most innovative, best approach at the best price to the nonprofit sector.

#### **Marketing Plan:**

A joint marketing plan is created and approved by both parties using Florida Nonprofits' communication vehicles which may include: newsletter, e-blasts, website, event sponsorship, Certificate of Nonprofit Management sponsorships, and opportunities to participate as faculty members and/or speakers.

#### **Evaluation and Shared Success:**

Objectives for program success may include contacts, leads and sales. Florida Nonprofits and Preferred Partners' work jointly on the mechanics of timely communications to evaluate progress and redirect marketing efforts if necessary. Florida Nonprofits shares in the program's success through compensation of predetermined royalty.

### Preferred Partner Dues

- \$ **30,000 Archangel**
- \$ **10,000 Angel**
- \$ **6,750 Benefactor**
- \$ **3,500 Underwriter**
- \$ **2,500 Sponsor**



# Preferred Partners Program

## **Archangel (\$30,000+):**

Sponsor level benefits Plus custom-designed additions

## **Angel (\$10,000):**

Sponsor level benefits Plus

- Four (4) complimentary email communication blasts
- Opportunity to participate as Florida Nonprofits webinar speaker
- Opportunity to conduct topic-specific presentation to relevant member organizations
- Florida Nonprofits Webinar Program recognition on all webinars
- Two (2) Sunshine Certificate of Nonprofit Management 11-class series - Scholarship
- Tailored consumer promotion (TBD)

## **Benefactor (\$6,750):**

Sponsor level benefits Plus

- Three (3) complimentary email communication blasts
- Opportunity to participate as Florida Nonprofits Sunshine Certificate speaker
- Opportunity to conduct topic-specific presentation to relevant member organizations
- One (1) Sunshine Certificate of Nonprofit Management 11-class series - Scholarship

## **Underwriter (\$3,500):**

Sponsor level benefits Plus

- Two (2) complimentary email communication blasts
- Opportunity to participate as Florida Nonprofits webinar speaker

## **Sponsor (\$2,500):**

- Introductory launch email to Florida Nonprofits members
- Company listing on Florida Nonprofits website (one placement)
- Link to partner website
- Inclusion of promotional material in member correspondence
- E-newsletter subscription
- One (1) complimentary email communication blast to Florida Nonprofits members

	Preferred Partner Application
Level	<input type="checkbox"/> Arch Angel <input type="checkbox"/> Angel <input type="checkbox"/> Benefactor <input type="checkbox"/> Underwriter <input type="checkbox"/> Sponsor
Name	
Company	
Address	
Cell phone	
Email	

Visit [www.fano.org](http://www.fano.org) or call 305.557.1764 for more information



**FLORIDA**  
ASSOCIATION OF  
NONPROFITS