

Preferred Partner Program

Fact Sheet



Florida Association of Nonprofit Organizations

The Heart of the Florida Nonprofit Community

Preferred Partner Dues

\$ 1000 Sponsor

\$ 2500 Underwriter

\$ 5000 Benefactor

\$ 10,000 Angel

See next page for a
complete description
of each level of
membership

For more
information about
becoming a FANO
Preferred Partner,
please visit our
website at
www.FANO.org or
call 305.557.1764

Become a FANO Preferred Partner

- Get direct access to the leadership of all of our member organizations throughout the state of Florida
- Let FANO assist you in packaging and marketing your services to our members in a way that keeps your company name on the top of their lists for the goods and services they need every day.
- Our staff will work with you to develop marketing strategies for targeting nonprofit organizations and will monitor all efforts to ensure the best possible response rates.

*Begin tapping into the buying power of the
nonprofit sector today!*

FANO works with our Preferred Partners in the following ways:

Service Packaging

We use our knowledge of the needs of our members to help you offer the goods and services they need at the right time and at an economical price. The FANO team will assist you in packaging your goods and services in a way that stimulates responses from our members yet offers them a cost-savings

Marketing Plan

Take the guesswork out of marketing by working with the FANO team to develop a marketing strategy that utilizes FANO's communication vehicles. Options available include newsletters, e-blasts, website, conference sponsorship, Certificate of Nonprofit Management sponsorships and the opportunity to participate as faculty or speakers. Whatever methods you choose, you can be assured your message is going right to the decision makers at the organizations.

Evaluation and Shared Success

We work with you to develop objectives for your marketing plans, including contacts, leads and sales. We regularly evaluate successes and stand ready to redirect efforts if necessary to ensure that you are getting the most out of our partnership. FANO shares in the program's success through receipt of a predetermined royalty and therefore has a stake in your success as a partner.

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Benefits Overview

Sponsor

- Introductory launch email to FANO members
- FANO website presence
- Link to Partner website
- Inclusion of promotional material in member correspondence
- One (1) email communication blast to FANO members
- E-Newsletter subscription and Grant Station subscription

Underwriter

- Introductory launch email to FANO members
- FANO website presence
- Link to Partner website
- Inclusion of promotional material in member correspondence
- Two (2) email communication blast to FANO members
- E-Newsletter subscription and Grant Station subscription
- Opportunity to participate as FANO conference speaker
- Opportunity to conduct topic-specific presentation to relevant member organizations

Benefactor

- Introductory launch email to FANO members
- FANO website presence
- Link to Partner website
- Inclusion of promotional material in member correspondence
- Three (3) email communication blast to FANO members
- E-Newsletter subscription and Grant Station subscription
- Opportunity to participate as FANO conference speaker
- Opportunity to conduct topic-specific presentation to relevant member organizations
- Conference Exhibitor Expo Sponsor
- One (1) Certificate of Nonprofit Management (CNM) 11-series class

Angel

- Introductory launch email to FANO members
- FANO website presence
- Link to Partner website
- Inclusion of promotional material in member correspondence
- Four (4) email communication blast to FANO members
- E-Newsletter subscription and Grant Station subscription
- Opportunity to participate as FANO Conference speaker
- Opportunity to conduct topic-specific presentation to relevant member organizations
- Conference Exhibitor Expo Sponsor
- FANO Conference Program Recognition
- Two (2) Certificate of Nonprofit Management (CNM) 11-series classes
- Tailored Consumer Promotion (TBD)