

NEW ASSOCIATE MEMBER BENEFIT! ADVERTISE IN MCN'S WEEKLY EMAIL NEWSLETTERS

Reach subscribers of MCN's popular email newsletters

New this year, associate members have the exclusive opportunity to place advertisements in select email newsletters. Monthly sponsorships of Minnesota's Grants Alert or Smart Nonprofits will include your advertisement in two issues per month. Sponsorship for either email newsletter is \$500. Reservations are on a first-come, first-serve basis.

240 x 240

Minnesota's Grants Alert This every-other-week alert details information about a wide variety of funding opportunities including those with Minnesota foundations, government programs and national funders; news and trends in philanthropy; and information on professional development opportunities for development staff. Only those affiliated with members of MCN are eligible to receive the Minnesota Grants Alert. This is a members-only alert.
Subscribers: 2,500 nonprofit fundraisers and executive directors
Open Rate: approximately 75% open and read each issue
Banner dimensions: 240ppi x 240ppi square

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Smart Nonprofits Smart Nonprofits gives a quick glance every-other-week alert at upcoming events, trainings and briefings for those working in nonprofit organizations. You will get the latest information on the management trainings and information briefings offered across the state of Minnesota by MCN as well as by many of the best educational providers in Minnesota.
Subscribers: 4,500 nonprofit managers, staff members and leaders
Open Rate: approximately 35% of recipients open and read each issue
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MINNESOTA COUNCIL OF NONPROFITS

SMART NONPROFIT TRENDS

What does it mean to actually "work smarter"?

These days nonprofits - and businesses, and government - are looking at ways to keep budgets in check. You know you have finite resources, only so much time, and limited attention. In organizations, work is guided by strategic plans and mission statements, and managers and boards recognize the need to keep a watchful eye on the bottom line. There's tensions here: between seemingly limitless need and limited resources, and between bucking down and barreling ahead or pausing to take a good look around. We all hear a lot about "doing more with less" and "working smarter, not harder." But what does that actually look like?

Our mission at MCN is to inform, promote, connect and strengthen YOU - individual nonprofits and the nonprofit sector. We believe that working smarter means investing in training that helps you to achieve your goals - the goals of your specific position, the goals of your organization, your career goals. Training and professional development are not frivolities to be cut, developing the skills and knowledge of nonprofit staff is precisely the way that organizations can work smarter. A few concrete examples:

- * Development staff can save countless hours in research (and frustration and confusion) by attending MCN's National Foundations, a workshop designed to help fundraisers and grantwriters review and vet funding opportunities in an efficient manner, guided by an expert with inside knowledge.
- * Communications staff can learn to integrate valuable efficiencies by integrating online and offline communications by attending Power On Network training with the Progressive Technology Project or Talking Tech Workshops with MAP for Nonprofits.
- * Supervisors can grow and develop their ability to manage with St. Thomas' Essential Supervisory Skills training or Mini MBA offerings.

Philanthropy Leaders Series with the Bush Foundation, March 25, Golden Valley MCN
Fundraising Network Lunch (free), April 8, St. Paul MCN

Grantwriting Clinic for Nonprofit Practitioners, April 16, St. Paul MCN

Sustainable Strategies Condensed, April 21, Minneapolis Apporte Consulting

National Foundations: Know What, Who and How, May 12, MCN

Webinar: More than Pretty Pictures: How to Craft Your Fundraising Message, May 14, Online Philanthropy Journal

Financial Quickstart: Understanding Payday Lending in Minnesota, April 24, Lutheran Social Services

Practical Leadership: A Balanced Approach, June 4, St. Paul This is the 2009 Nonprofit Leadership Conference brought to you by MCN and the Public and Nonprofit Leadership Center at the Humphrey Institute of Public Affairs. The conference is currently seeking ideas and proposals for breakout session topics - deadline is March 27. See more details and submit your ideas today!

Recession-Year Financial Leadership, March 24, North Mankato MCN

Financial Management Network Lunch, March 25, Minneapolis MCN and the Nonprofits Assistance Fund

Philanthropy Leaders Series with the Bush Foundation, March 25, Golden Valley MCN

Fundraising Network Lunch (free), April 8, St. Paul MCN

Grantwriting Clinic for Nonprofit Practitioners, April 16, St. Paul MCN

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For more information about MCN's email newsletters, visit www.mncn.org/adv_ newsletters.htm.

to reserve your advertisement:

1. Complete the reservation form, including the ad size, issue(s), and MCN membership level.
2. Submit ads and payment by the deadline to: Christine Durand, communications and marketing director, at cdurand@mncn.org, mail to MCN, 2314 University Ave. W., Ste 20, St. Paul, MN 55114, or fax form and payment to 651-642-1517.

2010 MCN Email Newsletter Ad Reservation Form

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