



Community Connections: Detroit Philanthropy's Educational and Networking Series

About Detroit Philanthropy

Detroit Philanthropy believes in the power of social impact and works to champion philanthropy throughout metro Detroit. We do this by working with nonprofits to create highly tailored fundraising plans that increase organizational capacity allowing clients to amplifying their mission. Additionally, we provide philanthropic advisory services to metro Detroit philanthropists and companies to ensure their charitable vision is fully realized, resources are maximized, and meaningful impact is generated.

About Our Founder and President



Having spent over 20 years in the nonprofit sector as an effective and strategic fundraising and foundation executive, Detroit Philanthropy President, Rachel Decker is passionate about helping others, making meaningful connections, solving problems and, most importantly, creating impact in our community. With the founding of Detroit Philanthropy in 2017, she turned that passion into a commitment to champion philanthropy throughout metro Detroit as a philanthropic advisor, fundraising consultant and speaker.

About Community Connections

Our strong dedication to supporting area philanthropists and fundraisers spurred the creation of a virtual webinar series, which began in mid 2020. Since that time, we've hosted 10 webinars featuring industry experts from area foundations, corporations, and community partners. These community leaders serve as panelists during a moderated discussion led by Detroit Philanthropy President, Rachel Decker. Topics have ranged from engaging foundations to corporate volunteerism to leveraging celebrities in fundraising to the importance of diversity, equity and inclusion in nonprofit organizations.

During 2022, we are expanding on the initial, virtual series to now include in-person activities.

HERE'S WHAT'S IN STORE!

- Four 60-minute virtual panel discussions with philanthropic leaders in February, April, September and November. All sessions will be recorded and shared on our website and in several electronic communications throughout the year.
- One in-person event in June, featuring a keynote speaker, expert panel discussion and nonprofit resources.
- Two industry networking events to bring together the nonprofit and philanthropic community to socialize and network with one another.

OUR REACH

- 115 Average number of registrations per webinar
- 460 Total number of webinar registrants in 2021
- 750+ Followers on LinkedIn company page
- 78 Average impressions on webinar-related LinkedIn company page posts (Typically post up to 5 times per webinar)
- 600+ Email subscribers receiving regular communications and monthly eNews
- 38% Average eblast open rate (Industry average is 16.3%)

Our attendees range from nonprofit executive leaders (Presidents, CEOs, Executive Directors, CDOs) to board members to fundraisers and program managers. We also have many leaders from corporate relations, community giving, and foundation teams register for our various events.

Community Connections

SPONSORSHIP OPPORTUNITIES

\$15,000 Exclusive Opportunity
Community Leader / Presenting Sponsor

OVERALL BENEFITS:

- One-on-one 30-minute virtual interview highlighting a relevant issue related to your business and philanthropy/nonprofits shared via LinkedIn and eNews
- One dedicated post on Detroit Philanthropy LinkedIn page highlighting your business
- Exclusive business feature in one issue of monthly eNews
- Business listing on event webpage hyperlinked to your business

BENEFITS FOR WEBINARS:

- Logo on event advertisement placed in Michigan Nonprofit Association eNewsletter with 6,000+ subscribers (one ad per event)
- Logo on event flyer for all 4 webinars
- Logo on LinkedIn promotional posts (up to 5 per event)
- Opportunity for corporate representative to be a panelist at one webinar

IN-PERSON EVENT BENEFITS:

- Opportunity to speak at June event
- Opportunity to host a display table at June event
- Logo prominently featured on signage at each of the 3 events
- Business mentioned from the podium at all 3 events
- Reserved table and 10 tickets to attend June event
- 8 tickets to attend the two industry networking events

\$10,000
Community Champion

OVERALL BENEFITS:

- One-on-one 30-minute virtual interview highlighting a relevant issue related to your business and philanthropy/nonprofits shared via LinkedIn and eNews
- One dedicated post on Detroit Philanthropy LinkedIn page highlighting your business
- Exclusive business feature in one issue of monthly eNews
- Business listing on event webpage hyperlinked to your business

BENEFITS FOR WEBINARS:

- Logo on event flyer for all 4 webinars
- Logo on LinkedIn promotional posts (up to 5 per event)
- Opportunity for corporate representative to be a panelist at one webinar

IN-PERSON EVENT BENEFITS:

- Opportunity to speak at one industry networking event
- Opportunity to host a display table at June event
- Logo on signage each of the 3 events
- Business mentioned from the podium at all 3 events
- Reserved table and 10 tickets to attend June event
- 6 tickets to attend the two industry networking events

Community Connections

SPONSORSHIP OPPORTUNITIES

\$5,000

Community Partner

OVERALL BENEFITS:

- One dedicated post on Detroit Philanthropy LinkedIn page highlighting your business
- Business feature in one issue of monthly eNews
- Business listing on event webpage hyperlinked to your business

BENEFITS FOR WEBINARS:

- Logo on event flyer for all 4 webinars
- Name on LinkedIn promotional posts (up to 5 per event)
- Opportunity to submit a guest blog, featured in our eNews and on LinkedIn

IN-PERSON EVENT BENEFITS:

- Opportunity to host a display table at June event
- Logo on signage at each of the 3 events
- Business mentioned from the podium at all 3 events
- Reserved table and 8 tickets to attend June event
- 4 tickets to attend the two industry networking events

\$2,500

Community Supporter

OVERALL BENEFITS:

- One dedicated post on Detroit Philanthropy LinkedIn page highlighting your business
- Business listing on event webpage hyperlinked to your business

BENEFITS FOR WEBINARS:

- Name on event flyer for all 4 webinars
- Name on LinkedIn promotional posts (up to 5 per event)

IN-PERSON EVENT BENEFITS:

- Opportunity to host a display table at June event
- Name on signage at each of the 3 events
- Business mentioned from the podium at all 3 events
- 6 tickets to attend June event
- 2 tickets to attend the two industry networking events

\$1,000

June Event Sponsor Only

- Name on signage at June event
- Business mentioned from the podium at June event
- Reserved table and 10 tickets to attend June event

For additional information or to confirm your sponsorship,

CONTACT DETROIT PHILANTHROPY PRESIDENT, RACHEL M. DECKER

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