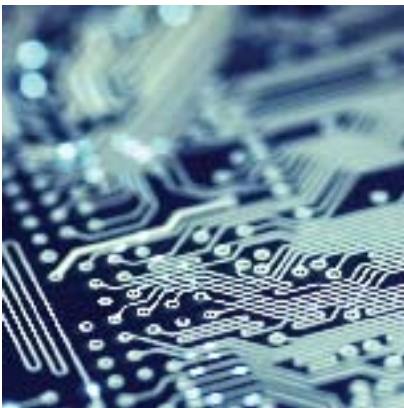


**idealware**

**IDEALWARE  
SPONSORSHIP OPPORTUNITIES**



AUGUST 2008

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# ABOUT IDEALWARE

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## Candid Information to Help Nonprofits Choose Software

Idealware, a nonprofit organization, provides impartial Consumer-Reports-style reviews and articles to help nonprofits choose software. Through product comparisons, recommendations, case studies, and seminars, Idealware helps nonprofits understand the software that can make them more effective. For more information, view [www.idealware.org](http://www.idealware.org)

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“Idealware’s content is rich, pertinent, and relevant - it's a centralized source for software decision-making materials. It's a key resource, and possibly the website that I refer others to more than any other on the net.”

*Peter Campbell, EarthJustice*

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Idealware publishes two to three articles monthly. Our popular “A Few Good Tools” series round up the reliable tools recommended by experts in specific areas. Other features articles provide in-depth information to help nonprofits make effective software choices. Detailed reports published several times per year provide detailed reviews and comparisons. Our resources are published on our

website and widely distributed through our eNewsletter and partners such as TechSoup and NTEN.

Some of our most popular resources include:

### **Creating the Relationship-Centric Organization: Nonprofit CRM**

Paul Hagen discusses the issues in storing constituent data in multiple databases and offers practical options for centralizing data into an overall Constituent Relationship Management solution.

### **Should Your Organization Use Social Networking Sites?**

Brett Bonfield outlines some guidelines to help nonprofits decide if social networking sites like MySpace or FaceBook are likely to be a good fit for their goals.

### **Getting Your Systems Talking: A Framework to Evaluate APIs and Data Exchange Features**

A detailed evaluation framework that helps weigh the advantages and trade-offs of data integration features across different applications.

### **A Few Good Email Newsletter Tools**

Idealware interviewed email newsletter tools experts and summarized key considerations and the tools that had worked well for them.

### **Donate Now: Selecting an Online Donation Tool**

Detailed reviews of nineteen lower-priced online donation tools along with guidelines on choosing a tool, and recommendations of tools for particular needs.

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# WHY SPONSOR IDEALWARE?

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Idealware is the most respected and widely referred to source for impartial information about nonprofit software. Our readers are looking for tactical advice on technology and how to make it work for their organization. By sponsoring Idealware, you can:

- Increase your visibility to technology decision makers in the nonprofit sector
- Capture their attention when they're actively considering technology options
- Show that your organization can help in the next steps in their strategy, software selection and implementation process
- Show your commitment to unbiased software information for nonprofits

Just a word on our sponsorship policies: based on our commitment to unbiased reviews of nonprofit software, **we cannot accept sponsorship by any organization that distributes software** as their primary means of income or programmatic activity, or is otherwise, in our opinion, not an appropriate match with our mission.

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"Idealware is a valuable resource as I evaluate what online tools would be the most appropriate for us. It is great to find such depth of information written in easy-to-understand language. I trust that the folks at Idealware will present all the angles I need to consider in an unbiased and honest way."

*Rachel I. Crossot*  
*United Cerebral Palsy*

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# OUR REACH AND AUDIENCE

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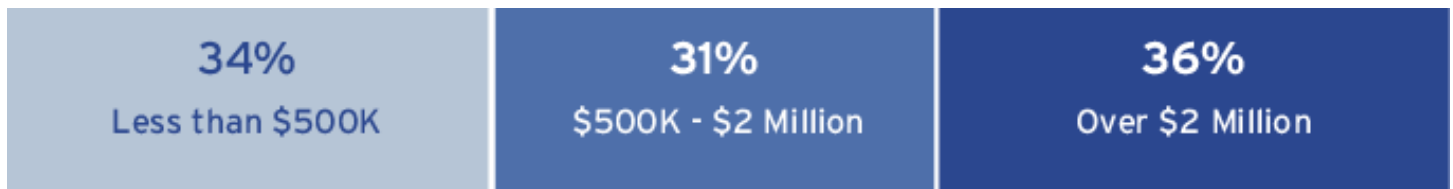
Idealware resources are widely viewed and highly trusted. Some significant statistics include:

- About 17,000 unique visitors a month – and growing - come to the Idealware website looking for guidance in their software choices.
- More than 160,000 unique visitors viewed the Idealware site in the last year.
- Almost 6250 people have opted in to receive email notification of new Idealware articles. This number is growing at about 250 per month.
- In addition to our loyal base of readers, about 50% of our site traffic comes from search engines based on targeted search phrases like “constituent relationship management” and “online donations.”

Our readership survey in March 2008 shows the type of people that are most likely to read Idealware’s resources.

- **41%** are responsible for technology decisions
- **71%** make technology recommendations to nonprofit organizations
- **68%** are on staff at a nonprofit

## Idealware Readers by Organizational Annual Budget



## Idealware Readers by Primary Area of Focus



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# SPONSORSHIP OPPORTUNITIES

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## Become a Website Patron

Put your services front and center on the Idealware homepage, and help to support Idealware's critical work at the same time.

### **Idealware Website Patron - \$3000 (three available – two remaining)**

- Your logo and a brief phrase about your services are displayed on the Idealware homepage as a patron for one year
- Both your logo and a sentence or two about the services you provide are included on a Supporters page for one year
- An announcement of your support, including your logo and a statement of what you do, is posted to the Idealware eNewsletter

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“Idealware provided a great overview of what I need to know for my organization's planned web redesign process.”

*Sara Fusco, Refugees International*

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## Sponsor a Category

The current Idealware website is divided into four sections: Constituent Databases, Websites, Email and Advocacy, and Office Productivity. Put your logo and message in front of those who are looking for detailed guidance in a specific area.

**Sponsor a Category - \$750/ year** (two available per category)

- Your logo and a brief phrase about your services are displayed above the fold in the sidebar the category of your choice for a year

## Sponsor the eNewsletter

Put your organization into the inboxes of nonprofit decision makers! More than 5600 people subscribe to the monthly Idealware eNewsletter, as of July 2008. Subscribers include nonprofit Executive Directors, nonprofit technical staff, foundations, consultants, vendors and many others who need to choose nonprofit software. We routinely see open rates of 30% or more. The eNewsletter links to our new articles and lists software articles from around the web. For instance, see

[http://www.idealware.org/articles/enews\\_0807.html](http://www.idealware.org/articles/enews_0807.html)

### **Sponsor the eNewsletter - \$200/month (two month minimum)**

- Your logo and a phrase about the services you provide will be displayed in the sidebar of the eNewsletter, as the sole sponsor of that month's issue.
- There's a two month minimum, but the months don't have to be consecutive.

## Commission a New Article

Is there a specific nonprofit software area or topic that you would like us to address in one of our series? Let us know! If it's a topic that would be of interest to our readers, we will:

### **Commission a New Article - \$1250**

- Find one or multiple authors to write the article
- For an A Few Good Tools article, consult at least five people with expertise in the area who will share their opinions about the available tools
- Write an accessible, thoughtful summary article (1000 to 3000 words long) on the topic

- Put the article through a rigorous peer review process with nonprofit technologists who have expertise in the topic area
- Publish the article on our website, promote it in our eNewsletter, and publicize it in at least two other forums, such as listserves or content partners like TechSoup, all with a note that the article was “generously sponsored by YOU”
- Show your logo and a sentence about your services on the article page

Note that Idealware will have final editorial control over the content of all articles.

## Sponsor the Updated Online Donation Report

More than 6000 people have registered to view the Idealware Online Donation Report since it was released in Nov 2005. The report is frequently cited by nonprofit experts and is highly placed on search engines for both general donation inquiries and specific tool searches. In our evaluation survey, 99% of respondents found the report very useful, and 80% said it had saved them time or money. 70% of these people were nonprofit staff members, 58% said they read the report to find information to choose a specific tool, and 38% were with nonprofits with an annual budget of more than \$1Million.

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“Idealware’s unbiased approach is a key part of helping YMCAs discover options and new technologies that they may have not been exposed to otherwise.”

*Steve Heye, YMCA of the USA*

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We are in the process of a complete update of this report. We will verify all the product information, research new vendors, make new recommendations, and re-launch the report with prominent placement on nonprofit lists and blogs. Publicity through TechSoup, NTEN, and NPower affiliates is also very likely.

### Report Sponsorship - \$1500

Take advantage of this targeted audience through a sponsorship of the 2008 report. Sponsors logos will be prominently displayed on both the registration page and the sidebar on every page of the web version, as well as on an early page in the PDF version of the report.

### Exclusive Sponsorship - \$6000 (1 Available)

Interested in exclusive sponsorship? An exclusive sponsor will be featured on every page of the website report, receive prominent placement in the PDF report, and all communications, to every list and blog, will feature text telling the whole nonprofit technology community that the report was "generously sponsored by YOU", with a phrase about the services you provide.

## Future Report Sponsorships

Future reports may also be available for sponsorship - in particular, we are currently thinking through reports on:

- Social Networking for Grassroots Organizations
- Online Integrated Tools (such as Kintera and Convio)
- Lower Cost Donor Databases

Let us know if there's a particular topic area you would be interested in supporting.

## Contact Us!

Interested in Idealware sponsorships? Contact Laura S. Quinn at [laura@idealware.org](mailto:laura@idealware.org) or 718-208-8172