“I feel like this conference always helps re-inspire me and helps me to keep a finger on the pulse on what today’s grassroots leaders and fundraisers are thinking about.”

2018 SPONSORSHIP OPPORTUNITIES
The Grassroots Institute for Fundraising Training’s **MONEY FOR OUR MOVEMENTS: A SOCIAL JUSTICE FUNDRAISING CONFERENCE** is the premier skills-building conference and largest gathering for social justice fundraisers and fundraisers of color nationwide. The conference attracts hundreds of community organizers, nonprofit leaders, consultants, and policy advocates and is the most diverse event of its kind. The three-day conference features 70+ workshops, lively debates, and plenaries where fundraising leaders share their wisdom for building more sustainable movements. Our 2018 conference will be held **July 27-29, 2018 at Georgia State University in Atlanta, GA.** Your sponsorship supports the networking, community building, and resource sharing event of the year!

The **Grassroots Institute for Fundraising Training** (GIFT) is a multiracial organization that promotes the connection between fundraising, social justice, and movement-building. We believe that how groups are funded is as important to achieving their goals as how the money is spent, and that building community support is central to long-term social change. We provide analysis, training, and resources to strengthen organizations, with an emphasis on those focused on social justice and based in communities of color.

“The GIFT conference is a unique space for staff, board and volunteers in social justice to learn about new and old fundraising tactics to sustain our movements. For me coming to GIFT is a way to get re-energized about fundraising and meet others who believe that communities should own and build their movements.”
2016 CONFERENCE SNAPSHOT

MFOM 2016 attendees, who completed a post-evaluation, reported the following:

- **89% increased their confidence** to implement grassroots fundraising strategies in their community;
- **89% increased their skills, tools, and/or capacity** to implement grassroots fundraising strategies;
- **86% increased their understanding** of the connection between grassroots fundraising, community organizing, and social justice movement building; and
- **95% reported that MFOM16 provided an opportunity** to build relationships, learn, reflect, be energized, and explore the politics of fundraising.

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**Fundraising Pitches Raising $7,500 to Support Future Gatherings**

- **150** volunteers, including **110** presenters
- **38** sponsors, exhibitors and advertisers
- Over **250** individual donors supported registration scholarships, Spanish language and ASL interpretation services
- **37** consultants provided pro-bono sessions to **84** participants
- **71** workshops in English and Spanish, including "We Slay Online: 11 Things You Must Do to Raise Thousands on the Internet, Social Enterprise 101: A Sustainable Fundraising Tool," and "Los Tiempos de las Vocas Flacas."
- **3** informative and engaging large group plenary sessions on "The Greatest Gift Movements Can Give: Reparations," the viability of grassroots fundraising in communities of color, and bold shifts for resourcing our movements.
**SPONSORSHIP PACKAGES**

Your support for GIFT and the Money for Our Movements conference demonstrates your commitment to racial and economic justice and is critical to building a base of social justice fundraisers across the country. Your dollars directly support fundraisers organizing to combat police violence, protect workers’ rights, address climate change, and to build power in LGBTQ and immigrant communities. More than ever, movements such as these need vibrant grassroots fundraising programs if they are to thrive. The conference provides a unique opportunity for visibility among, and connection to progressive movement leaders, decision-makers, community organizers, and development professionals.

<table>
<thead>
<tr>
<th>Contribution</th>
<th>Resourcing Our Movements</th>
<th>Building Cultures of Philanthropy</th>
<th>Wellness &amp; Sustainability</th>
<th>Increasing Access</th>
<th>Supporting Social Justice Fundraisers</th>
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<tbody>
<tr>
<td>Speaking Opportunity</td>
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<td>Dedicated e-mail (10,000+)</td>
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<td>Attendee opt-in e-mail list</td>
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<td>Verbal stage recognition</td>
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<td>E-newsletter ad (10,000+)</td>
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<td>Promotional item in registration bag</td>
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<td>Logo on promotional e-mails</td>
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<td>Logo on website (25,000+ impressions)</td>
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<td>On-stage logo</td>
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<td>Logo in conference program</td>
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<td>Grassroots Fundraising Journal Subscription</td>
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<tr>
<th>Conference program ad</th>
<th>Full-page</th>
<th>Half-page</th>
<th>Quarter-page</th>
<th>Business Card</th>
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<td>Registrations**</td>
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<td>10</td>
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*Sponsorship packages may be customized to meet your organization’s unique needs. Contact ana@grassrootsfundraising.org with inquiries.

**Registrations may be donated to GIFT’s conference scholarship fund. If your sponsorship level includes free registrations, the tax deduction for your donation is calculated by subtracting the fair market value of conference admissions ($325 per registration) from your sponsorship amount.
Special Underwriting Opportunities

ACCESSIBILITY UNDERWRITER | $15,000
GiFT works hard to ensure that all conference participants have full and easy access to participate in the conference. This includes providing ASL and Spanish language interpretation services, a program book in English and Spanish, child care, gender neutral restrooms, relaxation space, and more.
- Building Cultures of Philanthropy level sponsorship recognition & benefits.
- Signage and materials at the Information table.

VOLUNTEER OPERATIONS | $10,000
Money for Our Movements couldn't happen without many committed volunteers - often students or community organizers. Show your support by underwriting their efforts. Your sponsorship helps cover the cost of food, registration and other perks for our volunteers.
- Wellness and Sustainability level sponsorship recognition & benefits.
- Premium placement of logo on registration bags (700).

OPENING RECEPTION | $5,000
Welcome hundreds of conference attendees in style at the Opening Reception to kick-off the conference.
- Increasing Access level sponsorship recognition & benefits.
- Signage at the reception.

A La Carte Sponsorship Opportunities

ATTENDEE E-MAIL LIST | $1,000
Post-conference list of attendees who opt-in

CONFERENCE PROGRAM AD OPTIONS | STARTING AT $150 (700 programs printed)
- Foundations & Corporations: 1/8 page: $300, 1/4 page: $500, 1/2 page: $800, Full page: $1,500

GRASSROOTS FUNDRAISING JOURNAL AD PACKAGES | STARTING AT $400
Ads in: Conference program book (700 programs printed) | Grassroots Fundraising Journal issue (3,000+ subscribers) | GiFT eNewsletter (10,000+ subscribers)
- Consultants & Nonprofits: 1/8 page: $400, 1/4 page: $750, 1/2 page: $1,400, Full page: $2,000
- Foundations & Corporations: 1/8 page: $800, 1/4 page: $1,500, 1/2 page: $2,800, Full page: $4,000

CONSULTANT “SHARE THE GIFTS” | $500
- Year-long Consultant Directory listing in Grassroots Fundraising Journal (3,000+ subscribers) and on GiFT’s website
- 1/4 page ad in Money for Our Movements Conference Program book
- Guest blog post opportunity in the “Consultant Corner” in one of GiFT’s eNews (10,000+subscribers)

GIFT E-NEWSLETTER AD | $300
Ad in a month of your choosing (must use by August 2019) (10,000+subscribers)

SCHOLARSHIP FUND | $3,000+
Includes on-site and online recognition as Underwriter for 9+ scholarships: $325 per scholarship

PROMOTIONAL ITEM IN REGISTRATION BAGS | $1,000
Item placement in all conference registration bags (700+)

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www.grassrootsfundraising.org/conference
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