



Partnerships

Affinity Partners of the National Council of Nonprofits are businesses and organizations with a national reach that have a strong track record of providing services to charitable nonprofits, demonstrate outstanding customer service and an understanding of the environment in which charitable nonprofits operate, and offer a program, product, or service that is applicable to many or most charitable nonprofits and tailored specifically for them. We love to work with people who are creative, committed, and passionate about the missions of charitable nonprofits and the advancement of the people and communities they serve.

New affinity program relationships are negotiated with the National Council of Nonprofits from time to time. Each relationship is unique and prospects are carefully considered on a case-by-case basis; partnerships often take three to six months to develop and finalize. Our partners are most often recommended to us by our member state associations of nonprofits. The National Council of Nonprofits does not offer exclusivity or endorsement, but we do vet our partners extensively.

Affinity Partners of the National Council of Nonprofits:

- Execute a mutually acceptable written Affinity Program agreement;
- Pay an annual license fee for use of the logo of the National Council of Nonprofits;
- Sponsor and attend our annual Network Learning Confab each year at a level of their choosing;
- Offer products or services at a discounted price to nonprofits that are members in good standing of their state association of nonprofits (exceptions will be considered based on regulatory constraints);
- Agree to provide parallel license fees to state associations of nonprofits that elect to participate (payments may take the form of royalties);
- Provide the National Council of Nonprofits and participating state associations with regular reports identifying the individual nonprofit end-users that are participating in the program;
- Actively work with the Council of Nonprofits' staff to evaluate the Affinity Program and improve it;
- Join the [State Association of Nonprofits](#) where the partner has its primary place of business; and
- Make it as easy as possible for state association members to participate, such as by:
 1. Assigning a relationship manager and providing dependable technical assistance for the Council of Nonprofits' network;
 2. Creating a landing page on the Affinity Partner's website for the Council of Nonprofits' network;
 3. Providing content for the Council of Nonprofits to post on our members-only resource pages describing the Affinity Program; and
 4. Jointly developing co-branded educational materials with the Council of Nonprofits and its state association members.

To explore a partnership with the National Council of Nonprofits, please contact Amy Silver O'Leary, Director of Resource Development, (202) 962-0322 x114 or asoleary@councilofnonprofits.org

The National Council of Nonprofits:

- Grants its Affinity Partners a license for the use of its name and logo;
- Acknowledges its Affinity Partners as valued supporters on its website;
- Includes the Affinity Partner's logo, description of the program, and contact information prominently in the members-only resources on its website;
- Provides the Affinity Partner with regularly updated contact information for the appropriate state association staff members;
- Promotes the Affinity Partnership to its state association members through a mutually agreeable communications plan (incorporated into the Affinity Program Agreement) including elements such as annual introduction of Affinity Partnerships, members-only listserv reminders, educational programs for the state associations, etc.;
- Offers its Affinity Partners first notice of Network Learning Confab sponsorship opportunities each year; and
- Offers a discount on sponsorship and advertising opportunities with the National Council of Nonprofits.

Partnerships are reviewed annually to ensure they are satisfactory in advancing our mission and the missions of the nonprofits in our network. Renewals are rolling, but we do like to have all partnerships in place by October of each year so that we can include them in the annual list of benefits we share with our state association members.

Either partner can decline to renew the partnership after annual review.

Other ways to promote your company's products and services while also supporting mission of the National Council of Nonprofits:

Best Practices Partners provide charitable support for mission-related research and publications on a single topic. Typically, Best Practices Partners also provide research, writing, and design support for the publications, which are co-branded and distributed widely by the National Council of Nonprofits and/or the Best Practices Partner. The work product resulting from Best Practices Partnerships typically fills a gap in existing knowledge and literature and offers a way to contribute significantly to the field.

Corporate Allies demonstrate their deep commitment to the charitable nonprofit sector, and to the communities and lives served by nonprofits, by donating \$10,000 or more annually to support our core mission, educational programs, research, and publications. Corporate Allies are recognized through our website and printed publications, and receive permission to display the "Proud Ally of the National Council of Nonprofits" logo.

[Sponsorships and advertising](#) also support the National Council of Nonprofits' mission and enables us to provide free capacity-building and educational programs to nonprofits across America.

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