

# ADVERTISE @ VOLUNTEERMATCH NEWSLETTERS

Since 1998, VolunteerMatch.org has been the leading volunteer matching service on the Web, helping millions of volunteers to connect with an audience of more than 73,000 participating community service organizations in the United States. Today our Web service welcomes over 800,000 visitors each month and it has become the #1 search result for “volunteer” at Google and Yahoo!.

Community-minded and socially aware, VolunteerMatch users look to VolunteerMatch as much more than a place to find great volunteers and volunteer opportunities – they look to us for ideas, news, and inspiration about community service and volunteering, for which we are the leading authority. They want to be part of a community of like-minded and engaged citizens. And they want to make a difference. Learn how engaging VolunteerMatch can help you reach them:

- I. Current Line-Up
- II. Advertising Options
- III. Ad Rates
- IV. Policies
- V. Ad Sales Contact

## I. CURRENT LINE-UP

We currently have three email newsletters, sent in both HTML (designed) and text-only versions:

### Volunteer Newsletter

- Audience: 418,000 individual volunteer subscribers
  - o 76% volunteer more than 4 times per year
  - o 83% female
  - o Ages 29 and below: 37%; Ages 30-54: 47%
  - o College or post-college education: 70%
- Average open rate: 9%
- Type: Consumers (people who want to volunteer)
- Content: Calls to action, volunteering ideas, how to make service meaningful, announcements, making volunteering a part of a balanced lifestyle, etc.
- Schedule: Second week of month
- Frequency: Monthly

### Nonprofit Newsletter

- Audience: 50,500 volunteer coordinators and managers
- Average open rate: 21%
- Type: Nonprofit professionals (people who manage and recruit volunteers)
- Content: Calls to action, how to use the VolunteerMatch service to manage volunteers, best practices, conferences and white papers, research reports, technical assistance, advocacy, etc.
- Schedule: First week of month
- Frequency: Monthly

### VolunteerMatch @ Work

- Audience: 3,500 business leaders, CSR pros, and employee volunteers

*Eight in ten  
Americans say  
that corporate  
support of  
causes wins  
their trust, and  
business.*



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- Average open rate: 22%
- Type: Consumers/Professionals (people who volunteer through employee volunteer programs or manage employee volunteer programs)
- Content: Important calls to action, using VolunteerMatch to manage employee volunteer programs, best practices, corporate social responsibility news, conferences and white papers, research reports, technical assistance, advocacy, etc.
- Schedule: Third week of month
- Frequency: Monthly

## II. ADVERTISING OPTIONS

We currently offer a variety of ad placement options. Purchase of any HTML ad includes a text ad. Ads are also included in archived newsletters on the VolunteerMatch website.

### 180x600 Skyscraper (HTML version only)

Location: Left-side column

#### **Specifications:**

Type of creative: gif or jpg (animated OK)

Max file size: 20K

Text link under graphic: Up to 15 characters

3rd party click-through URLs are accepted

### 350x83 Banner (HTML version only)

Location: Between editorial articles

#### **Specifications:**

Type of creative: gif or jpg (animated OK)

Max file size: 18K

3rd party click-through URLs are accepted

### 180x150 Tile (HTML version only)

Location: Left-side column

#### **Specifications:**

Type of creative: gif or jpg (animated OK)

Max file size: 15K

3rd party click-through URLs are accepted

### Text Ad (Text-only version only)

Location: Bottom or between sections of text-only email newsletters.

#### **Specifications:**

Headline up to 35 characters (incl. spaces)

Main text up to 180 characters (incl. spaces)

No more than 3 lines of main text

No more than 3 bold words within main text

No more than 2 all-capitalized words

3rd party click-through URLs are accepted



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**VolunteerMatch**  
Where volunteering begins.

NONPROFIT NEWSLETTER - October 2009

**Making a Difference**

**Community Support**  
[Getting the Most from VolunteerMatch](#)

**New in Engaging Volunteers**  
[Gear Up for Giving, TV Volunteers, & More](#)

**Cultivating Capacity**  
[My Journey to the CVA](#)

**Nonprofit Spotlight**  
[Johnna Brynn, Star Shooter](#)

*"It's amazing to see children discover a new strength within." - Johnna Brynn, Star Shooter*

**Learning Center Events**  
Sign up for training at the VolunteerMatch Learning Center to help you make the most of your VolunteerMatch account and succeed as a volunteer manager:

- TRAINING**  
**VolunteerMatch 101**  
Wednesday, 10/21  
11 AM PT / 2 PM ET  
Cost: Free  
[Register](#)
- TRAINING**  
**Boomer Volunteer Engagement: Structuring for Innovation**  
Thursday, 10/29  
12 Noon PT / 3 PM ET  
Cost: Free  
[Register](#)

**Supported by**  
**Your Name Here**

**Community Support**  
**Getting the Most from VolunteerMatch**  
After a summer jam-packed with events promoting service, capped by the first ever 9/11 National Day of Service and Remembrance, the spirit of volunteering lingers in the air. And just around the corner is the holiday season, one of the busiest times for people to give back to their community.

From families looking for a new way to spend the holidays, to individuals seeking out opportunities for personal growth and fulfillment, to skilled volunteers hoping to strengthen their expertise, this holiday season is certain to turn up no shortage of folks who are willing to help your organization.

Take a few small steps now to ensure your organization is prepared. Start by building a healthy VolunteerMatch account.

**Add Additional Administrators**  
Sadly, turnover within the nonprofit sector is high. Adding additional administrators to [your VolunteerMatch account](#) ensures that your organization can meet its volunteer needs for many years to come.

Consider also creating a general e-mail address such as [volunteers@myorganization.org](#) to add as an administrator. You can add as many administrators as you want, so go ahead and go crazy.

**Create a Compelling Image**  
A picture is worth 1,000 words. If you're organization has a logo, post it on your volunteer opportunity pages. Better yet, take pictures of your current volunteers in action. People relate to people – so tell the story of your great volunteer opportunity by showcasing other volunteers.

**Community Leader**, our premium service for nonprofits, is your ticket to posting images on your organization's volunteer opportunity pages. To test drive Community Leader, send an email to [support@volunteermatch.org](#).

**Get Educated**  
Download the [VolunteerMatch Users Guide](#) (pdf) to get acquainted with the features of your account and learn how best to take advantage of them.

Each month, the VolunteerMatch support team holds **FREE** webinars and trainings that can help you craft the right message, make the most of your volunteers, engage skilled volunteers, and much more. Visit the [Learning Center](#) to view the full schedule, and sign up for the next Webinar. All you need is a computer and a phone.

**New in Engaging Volunteers**  
**America's Giving Challenge, TV's Big Volunteering Commercial, "Volunteer's Lament," and More!**  
The story continues at Engaging Volunteers, the new blog for nonprofits from VolunteerMatch. Here's are some of the latest posts you can find there:

- Gear Up for Giving** - The Case Foundation is getting ready for its second America's Giving Challenge, and it's helping organizations put their best foot forward with "Gear Up For Giving" – a series of trainings on social media hosted by experts in the field.
- Participate.org and Hollywood's Big Volunteering Commercial** - Sixty network TV shows plan to spotlight the power and personal benefits of service with storylines and characters talking about volunteering.
- More on the Volunteer's Lament** - What is the best way to...

**Act of Kindness #2**  
PROVIDE WARMTH FOR A HOMELESS PERSON. DO A JACKET OR COAT DRIVE. A COAT DRIVE.

**{GIVE}**

350 x 83 Banner

180 x 150 Tile

180 x 600 Tile

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## III. AD RATES

### Newsletter for Volunteers

Ad Type	Number	Rate
Skyscraper	1	\$1,800
Banner	3	\$1,250
Tile	4	\$1,000
Text Ad	Included	Included

### Newsletter for Nonprofits

Ad Type	Number	Rate
Skyscraper	1	\$1,400
Banner	3	\$1,050
Tile	4	\$850
Text Ad	Included	Included

### VolunteerMatch @ Work Newsletter

Ad Type	Number	Rate
Skyscraper	1	\$1,000
Banner	3	\$750
Tile	4	\$650
Text Ad	Included	Included

## IV. POLICIES

- VolunteerMatch reserves the right to reuse any advertisement. All final art must be approved by VolunteerMatch prior to publication.
- Advertisers must supply final art. Posted rates do not include production or design fees. VolunteerMatch is not responsible for missed publication dates resulting from incorrectly formatted art.
- First-time advertisers must pay in advance.
- VolunteerMatch at present does not provide tracking or traffic details to advertisers.
- While the source for the audience sizes provided here were the total count of individual email addresses in our mailing lists as of December 2009, the actual number varies slightly according to real-time subscription and unsubscription activity on our website.
- Although VolunteerMatch takes every effort necessary to publish on time, publications dates posted here are estimates that are only for planning purposes.
- Ask about bulk rates for multiple issue advertising.

## V. AD SALES CONTACT

Robert Rosenthal, Director of Communications

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