



POWERING  
**SOCIAL  
GOOD**  
IN CHARLOTTE

**MEDIA KIT**

# TABLE OF CONTENTS

## 1 About Us

.....

## 3 Our Audiences

.....

## 4 Newsletter Ads

.....

## 6 #SpotlightonCLT Monthly Content Series

.....

## 7 Digital Guides

.....

## 8 Partner With Us



# WHO WE ARE



## Our Vision:

Build a better Charlotte  
by EMPOWERING  
NONPROFITS AND  
HELPING PEOPLE invest in  
their communities in ways  
that matter most to them.

## Our Mission:

We offer simple ways for  
neighbors, nonprofits and  
businesses to come together  
through good to support our  
local community.





# WHAT WE DO

We **Power Social Good** in Charlotte by inspiring the Charlotte community to find and support our **650+ Nonprofit partners** that serve Mecklenburg County.



We are THE source for “**GOOD Stories**” producing **100+ stories per year** with **57K** in weekly reach and **14K** impressions to Charlotte Neighbors to inspire donations, volunteerism and advocacy for our nonprofit partners.

**Over the past 10 years, we have inspired \$53M in giving back to our nonprofits:**

**\$42M**

Giving to local nonprofits

**\$5M**

In volunteer opportunities

**\$6M**

In items purchased

**= \$53M**  
in total impact



# OUR AUDIENCE

## SHARE Charlotte serves two audiences:

### Charlotte Neighbors:



**150K**

Website Visitors Per Year



**36K**

Newsletter Subscribers  
37% Open Rate



**24K**

Social Media Followers  
1M Impressions Annually

**60%**

Women

**40%**

Male

**81%**

College educated  
(Bachelor's and Masters degrees)

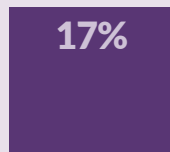
**50%**

Make over  
\$100-\$150K per year

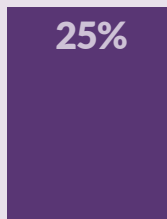
**65%**

Have Children

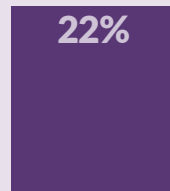
**Age:**



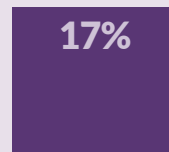
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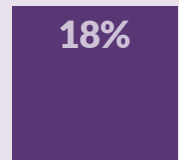
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35-44

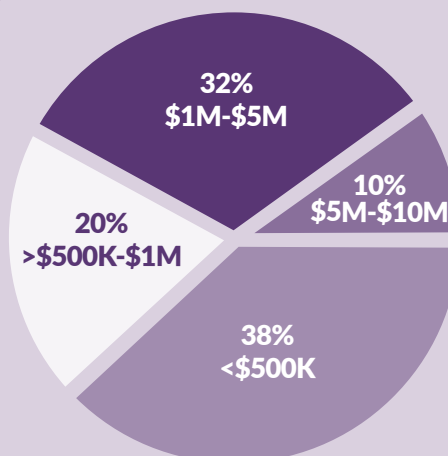
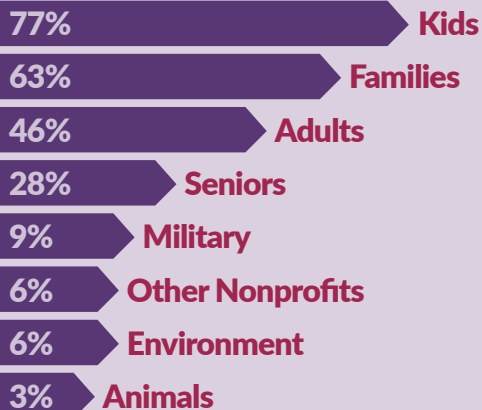


45-54



55+

### Nonprofit Organizations:



**1,600**

Newsletter Subscribers  
56% Open rate



**800**

SHAREd Nonprofit Bulletin  
Board (Facebook Page)  
Subscribers

# SHARE CHARLOTTE'S NEWSLETTERS

## Neighbor Newsletter

Our newsletter goes out every Thursday to our audience of **36k subscribers**. This newsletter has a consistent open rate of 48% and is packed with content like:

- Features on local nonprofits
- Volunteer opportunities
- Nonprofit Events
- Non-profit job openings
- Other relevant news

**With a consistent open rate of 37%**, the newsletter is the best way to connect with our readers.

### Newsletter Sponsorship: \$500

Be the sponsor of our newsletter with your logo appearing at the top, followed by an image, 70 word copy & link in the middle of the newsletter.



## Nonprofit Newsletter SHARED Bites

Our nonprofit newsletter goes out every Wednesday to our audience of **1600 nonprofit leaders** and their staff members. Each newsletter is packed with content like:

- Grant information
- Workshops and Events
- Anything that benefits the nonprofit community

### Newsletter Sponsorship: \$500

Be the sponsor of our newsletter with your logo appearing at the top, followed by an image, 70 word copy & link in the middle of the newsletter.



# #SPOTLIGHTONCLT MONTHLY CONTENT SERIES

## #SpotlightOnCLT

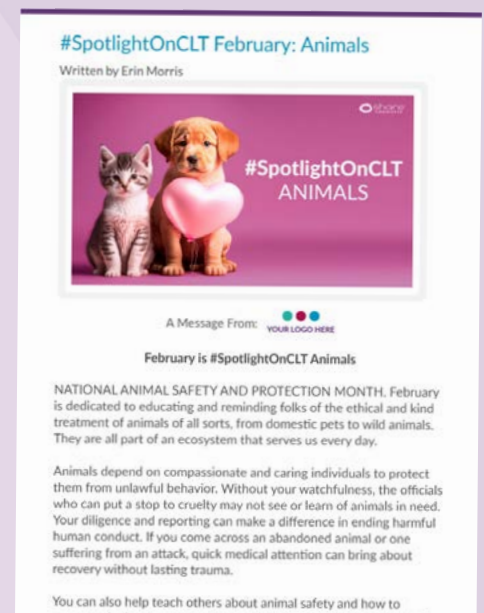
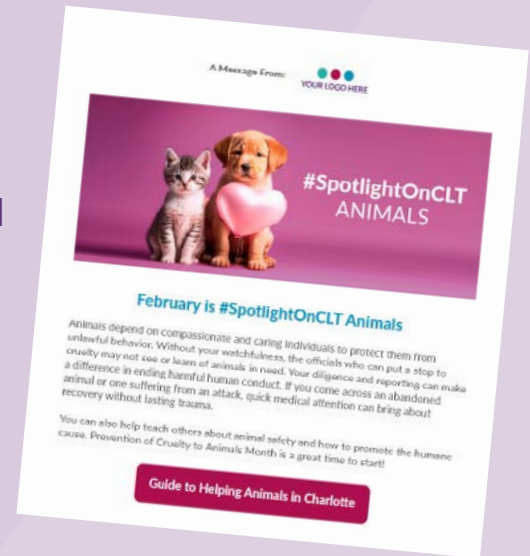
**Sponsorship \$1500**

**Your logo would be included on all Spotlight promotional graphics throughout the month**

- Feature story about your company's social impact
  - Feature story/blog on our website (with social media promotions)
  - Feature story/blog in 1 newsletter share (36K subscribers)
- Logo displayed on all #SpotlightonCLT promotions which include:
  - Rotating banner at sharecharlotte.org during the month
  - 2-4 social posts highlighting #SpotlightonCLT nonprofits
  - Newsletter promotions highlighting nonprofits

### Overview #SpotlightOnCLT monthly themes:

- January - Youth Mentoring
- February - Animals
- March - Foster Care
- April - Volunteerism - Do Good Week
- May - Addiction
- June - Domestic Violence
- July - Developmental / Intellectual Disabilities
- August - Black Philanthropy Month
- September - Early Childhood Education/Hispanic Heritage Month
- October - Affordable Housing
- November - #GivingTuesdayCLT
- December - #GivingSeasonCLT





# DIGITAL GUIDES

## Holiday Guide

**88% of our readers** said they donate to local nonprofits, and **28%** of them donate specifically during the holiday season. That's why each November, SHARE Charlotte creates a digital Holiday Giving Guide (think online magazine) that:

- Includes hundreds of our non-profit partners
- Recaps the non-profits mission/goals
- Details what the non-profit is in need of (ex: clothing, toys, food, volunteers, etc.)
- Shares what the non-profit will use your donation to do (ex: Jumping Dreams - Donations of sweat suits, warm gear, deodorant, and hygiene items for girls. Comfortable athletic gear allows the girls to attend class with appropriate clothing. Hygiene items allow for confidence and comfort.)

The Holiday Guide gets **3K impressions** throughout Nov & Dec.



## Holiday Guide advertising opportunities

### TITLE SPONSOR | \$1,500

- Logo on front cover
- Full page ad on back cover
- 2 full page ads in magazine
- Logo & link included on all promotions of the guide throughout November & December (x12 at least)

### FULL PAGE AD | \$500

### HALF PAGE AD | \$250



# PARTNER WITH US

## Amplify your brand through our Do Good Network



## FOR ANY QUESTIONS

Please feel free to reach out to Julie Campbell,  
Director of SHARE Charlotte Community Partnerships ([julie@sharecharlotte.org](mailto:julie@sharecharlotte.org))

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**EMPOWERING NONPROFITS AND HELPING PEOPLE**  
invest in their communities in ways that matter most to them.

