



POWERING
**SOCIAL
GOOD**
IN CHARLOTTE

MEDIA KIT

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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)

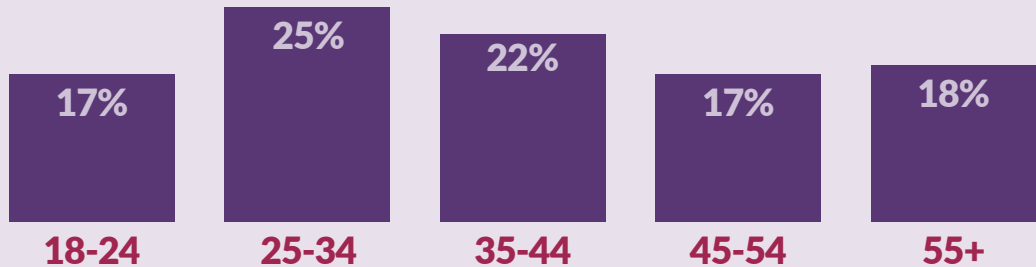
50%

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

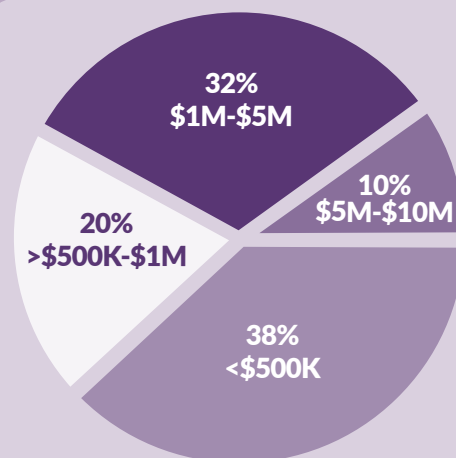
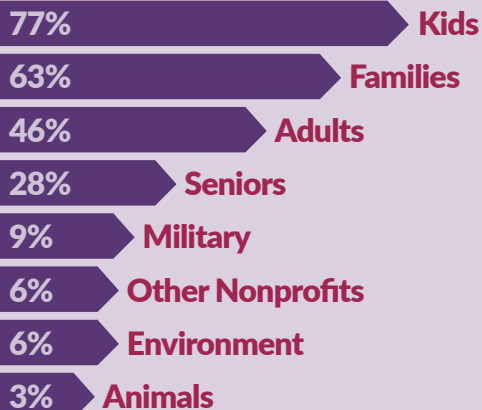
65%

Have Children

Age:



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**. Each newsletter 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. This newsletter has a consistent open rate of 48% and 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



Social Post Example



Web Banner Example



News Letter Example



Blog Post Example

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)

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

