

SOCIAL EXHIBITORS



Helping You
Connect
with Nonprofits

AANsocial.com **Media Kit**

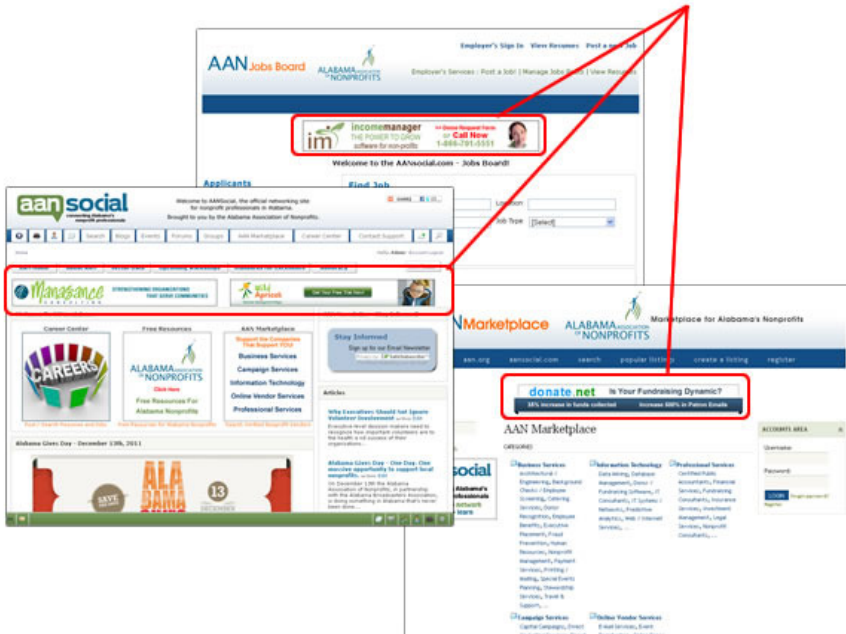


Marketplace Media Kit (www.aansocial.com/marketplace)

Gold Package: \$395 / Year

- **Marketplace Listing (Features list on next page)**
 - listed in multiple relevant categories / headings
 - 24/7 direct login access to update your call to action
- **Vendor Spotlight Listing**
 - listed in the next AAN Newsletter emailed to over 5,500 nonprofits and nonprofit professionals
 - company name in bold, phone number, product / service description and link to Marketplace listing
- **Network Banner**
 - includes design and updates (468x60 pixels)
 - rotates in the AAN Social Network, AAN Career Center and AAN Marketplace

Network Banners
Avg. 6,000 impressions per day



Sage Fundraising & Sage Fund Accounting Provider

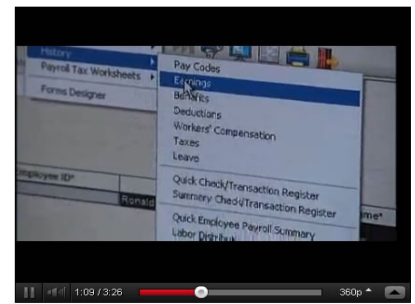
<http://www.softtrac.com>

Comments: 0

At Soft Trac, we help nonprofit organizations do good, better. We understand that the last thing you want to do is get bogged down by the business side of running a nonprofit. Our software and services provide the information and tools you need to make decisions to keep your nonprofit organization functioning smoothly and to keep you focused on your mission.



Susan Campbell (207-621-8556 Direct)
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TWITTER NEWS

- softtrac: "REMINDER" Soft Trac's Fund Accounting Users Group Meeting is on September 22, Online is October 4! - <http://t.co/8GDeBp6V> 1 day ago from MailChimp
- softtrac: "REMINDER" Sage FR 50 Users Group Meeting Online, September 14th, 1-3pm EST - <http://t.co/ZPoLrjm> 13 days ago from MailChimp
- softtrac: Soft Trac's Fund Accounting Users Group Meeting is on September 22, Online is October 4! <http://t.co/9JXX9Lx> 26 days ago from Facebook
- softtrac: Soft Trac's Fund Accounting Users Group Meeting is on September 22, Online is October 4! - <http://t.co/rwebzGQ> 26 days ago from MailChimp

COMMENTS

Comment Author:

Author Email:

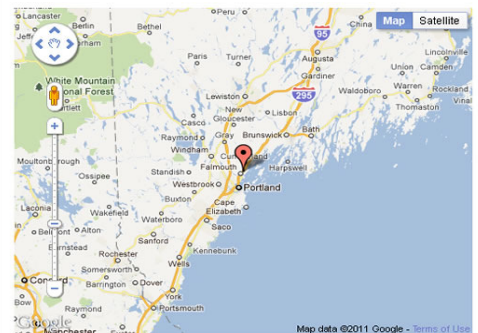
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300 characters left



Please input letters you see on the image. Click on image to redraw

LEAVE COMMENT



ABOUT US PRIVACY POLICY TERMS OF USE HELP FAQ SUPPORT MEDIA KIT

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Site Usage For Past 3 Months



Maximize Your Visibility

Top Three Position

Solidify your listing's visibility in the Marketplace by upgrading to a top three position.

1. Choose the most important heading that represents your company's products and services.
2. Choose which position (if available) you would like to secure.
3. Your company has right of first refusal on this position each year.

Outside of the top three positions (if secured) the Marketplace listings are sorted by click popularity. The longer a listing is active in the Marketplace the higher it ranks.

Listings added next year will be a year behind in click traffic. Adding a listing now and letting it mature over time will ensure a higher presence and more visibility.

1st Position: Additional \$300

2nd Position: Additional \$200

3rd Position: Additional \$100

\$395 Gold Package + Top Three Position = Final Cost

The screenshot displays the AAN Marketplace website interface. At the top, the header includes the AAN Marketplace logo, the Alabama Association of Nonprofits logo, and the tagline "Marketplace for Alabama's Nonprofits". A navigation bar contains links for home, aan.org, aansocial.com, search, popular listings, create a listing, register, and media kit. Below the navigation, a banner for "CEICO 'The' Fundraising List Company" is visible. The main content area shows a search for "Donor / Fundraising Software" with a search bar and a results list. The results list includes three listings, each with a logo, company name, and a brief description. The first listing is "Income Manager" by Income Manager, described as "The Power to Grow Software for Non-Profits". The second listing is "TrailBlazer" by TrailBlazer Campaign Services, Inc., described as "Manage Your Donors With Ease". The third listing is "Soft Trac" by Soft Trac, LLC, described as "Sage Fundraising & Sage Fund Accounting Provider". The fourth listing is "MatchMaker" by Heritage Designs, LLC, described as "Comprehensive Nonprofit Donor Management and Fundraising Software". The page also features a search bar, a search button, and a search results page indicator (Page 1 / 6). On the right side, there is an "ACCOUNTS AREA" with fields for Username and Password, and buttons for LOGIN, Register, and forgot password?.

Affordable Advertising Solutions

<http://www.socialexhibitors.com>

Comments: 0

We are a different kind of company because we believe that advertising can be affordable. An industry thrives when the buyers and the sellers have economical and functional methods of connecting.

This is why we provide robust tools to connect industry vendors with industry buyers. We firmly believe that the words affordable and advertising can once again be used in the same sentence.

SOCIAL EXHIBITORS

Mike Jones
Social Exhibitors
PO Box 631146
Irving
TX
75063
USA



TWITTER NEWS

SOCIAL Exhibitors **socialexhibitor:** Building the Foundation for Volunteer Involvement <http://t.co/hOGISQX> via @AddThis about 19 hours ago from Tweet Button

SOCIAL Exhibitors **socialexhibitor:** Nonprofit Executive Leadership Institute <http://t.co/Y5keo92> via @AddThis about 19 hours ago from Tweet Button

SOCIAL Exhibitors **socialexhibitor:** Standards for Excellence Institute <http://t.co/3xXtq3> via @AddThis about 19 hours ago from Tweet Button

SOCIAL Exhibitors **socialexhibitor:** Nonprofit Board Leadership Institute <http://t.co/OIP1LUV> via @AddThis about 19 hours ago from Tweet Button

COMMENTS

Comment Author:

Author Email:



300 characters left

Marketplace Listings Include:

- **Detailed Title and Description**
 - Quickly and easily provides nonprofits with information about your company's products and services
- **Logo and Contact Information**
 - Nonprofits can visually connect with your company, gain familiarity with your brand and have easy and direct access to contacting your company
- **Image Gallery**
 - Up to five images that open into an expanded gallery providing nonprofits with detailed images of your products and services.
- **YouTube Video**
 - Provides nonprofits with a professional way to view your videos from YouTube without exposing them to non-relevant or inappropriate YouTube content.
- **Live Twitter Feed**
 - Connects to your live Twitter feed to keep nonprofits engaged and informed in addition to giving the nonprofit another way to connect with your company through social media.
- **Customer Comments**
 - Allows past and current customers the ability to provide vital feedback to boost the confidence of nonprofits considering your company.
 - All comments are reviewed before going live.

Gold Listings: Live 365 Days
Accessible for Editing Anytime
\$395 / Year

Sponsor a Heading

Guaranteed Top Visibility

Solidify your listing's visibility in the Marketplace by sponsoring a heading.

1. Choose the most important heading that represents your company's products and services.
2. We will design or you can submit a 160x600 Skyscraper Banner for your company that is displayed in the heading of your choice.
3. Your company has right of first refusal on this position each year.

Skyscraper Banner Package: \$1395

Includes:

- Gold Package (\$395)
- Next Available Top Placement
- Skyscraper Banner
- 160x600 pixels

The screenshot shows the AAN Marketplace website interface. At the top, there is a navigation bar with links for home, aan.org, aansocial.com, search, popular listings, create a listing, register, and media kit. The main heading is "Donor / Fundraising Software". Below this, there is a search bar and a "SEARCH" button. A "Skyscraper Banner" is highlighted with a red box. The banner is for "Income Manager" software, featuring the "im" logo, the text "incomanager THE POWER TO GROW software for non-profits", a screenshot of the software interface, and contact information: "All-In-One Integrated Fundraising & Non-Profit Software", ">> Demo Request Form or Call Now 1-866-701-5351 to book a Free Demo Or call direct 416-322-3141". Below the banner, there is a "Thank You Income manager!" message with a photo of a woman celebrating. To the right of the banner, there is a list of software products, including "Income Manager" and "TrailBlazer". The "Income Manager" product description states: "IM Enterprise® is our new all-in-one software designed exclusively for non-profits. CRM: With one powerful system you can manage your donors, volunteers, members, suppliers, clients, solicitors, salutations, addresses, emails, relationships, communications, programs, activities, volunteer assignments, financial data, documents, create your own custom demographic fields and even more. IM Enterprise Features PDF". The "TrailBlazer" product description states: "Trail Blazer Campaign Services, Inc. Trail Blazer Campaign Services, Inc. - Manage Your Donors With Ease. Trail Blazer is a complete information management solution for non-profit organizations. Executive directors and board members will find Trail Blazer comprehensive, detailed and easy to use. Its intuitive interface works great for volunteers and tracks mass email, issues, pledges, contributions, thank you letters and fundraising. Track donor touches, target specific donors and manage your finances, too! Coordinate events and use our free web forms for registrations, volunteer sign-ups, online donations, event RSVPs, etc. Unlimited users, unlimited free training & tech support, and four hours of data import are included. No modules. FREE demos. www.YourNonProfitManagerOnline.com As low as \$99 a month! 1-866-934-0416". At the bottom, there is a "softtrac" logo and the text "Soft Trac, LLC Sage Fundraising & Sage Fund Accounting Provider".

AAN Social Network Media Kit (www.aansocial.com)

The Alabama Association of Nonprofits launched the AAN Social Network in April, 2011.

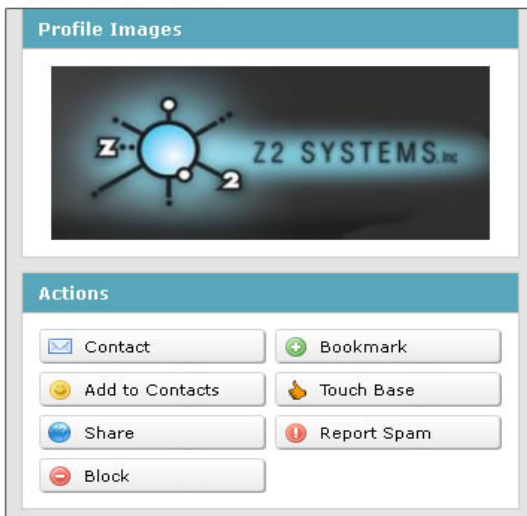
This social network is an open network for nonprofits to join, use and benefit from. Companies that sell products and/or services to the nonprofit sector can join the AAN Social Network and build custom, branded profiles. A company profile will provide Alabama nonprofits with valuable information about products/services, the nonprofit industry and more.

Join the AAN Social Network Today! \$395 / Yr.

Social Media Profile

- Includes customized profile. We will match your profile with the branding theme of your website.
- Unlimited Blogging. Promote your company by providing blog articles that benefit the Alabama Nonprofit sector.
- Promote Events. Promote events your company hosts or attends throughout the year.
- Add images, video and more.
- Social Network Tools (See Below)

Social Network Tools



Company's Web Site

The image shows two overlapping screenshots. The left one is the 'AAN Social Profile' for Z2 SYSTEMS, Inc., featuring a 'Post To Booth' section, a 'Booth' section with a post from 07-29-2011, and a 'Profile Videos' section with a video titled 'neon empowers your existing website'. The right screenshot is the company's website for 'neon', with the tagline 'Empowering Nonprofits Through Technology'. It features a 'What is NEON?' section, a 'Seamless Integration with Your Existing Website:' section listing features like Secure Online Forms, Member Auto Renewal, and Auto Emails/Newsletter, and a 'Sign up to try NEON for free for 30 days' form with a '99.9%' badge.

Social Network Tools

- **Contact** – Allows internal emailing to other network members.
- **Add to Contacts** – Allows building of a contacts network.
- **Share** – Share your profile with other nonprofits
- **Touch Base** – Send a quick notice to other members that you are interested in contacting them.
- **Content Hub** – The content in your social media profile can be easily shared to other social networks such as Facebook and Twitter.

Become an AAN Social Expert

The AAN Social Expert Program provides active vendor companies with the ability to gain more interaction with the Alabama Nonprofits.

The expert program includes the ability to submit non-promotional and educational articles to be included on the home page of AANSocial.com and stored indefinitely in the Articles section of the Social Network. Article contributors are able to provide a promotional tag line placed at the end of the article that links to their web site or social media profile. These articles are also used in the AAN Newsletter sent every two weeks to more than 5,000 nonprofits and nonprofit professionals.

In addition, AAN Social Expert Vendors get free promotion in the AAN Newsletter for scheduled events such as "Ask the Expert" live chat sessions, Free Webinars, etc.

For more information about participating and scheduling AAN Expert programs email aan@aansocial.com.

AAN Social Expert Membership: \$695 / Yr.

- Includes the regular AAN Social Media profile (\$395 value)
- Ability to submit main site articles
- Included in AAN newsletter to promote Expert events (Ask the Expert, Free Webinars, etc.)

The screenshot shows the AANSocial.com website. The main content area features an article titled "Social Media Policies: What Should We Consider?" by Nicole McGough, M.P.A. The article text is as follows:

Social Media Policies: What Should We Consider?
Nicole McGough, M.P.A.

Social media is here to stay, and it has already changed the way many of us operate. Learning to leverage social media in the nonprofit world can be a powerful tool for impact call-to-action. When starting a social media policy does not have to be a long document is incorporated into the culture of your organization.

Who has the authority to oversee the social media?
It is always a good idea to have at least one person making sure that the process is being properly evolving in a way that is most beneficial to the PR/Communications Director, Outreach Coordinator.

Who has the authority to respond to questions or comments in a consistent manner?
Although different people may write content on questions or comments in a consistent manner manager may be able to respond to a note of action (e.g., an apology, a personal e-mail message your next event, etc.) to address the individual's needs.

What role, responsibilities and expectations?
What parameters are employees expected to comply are clearly stated and communicated with Policy compliment your Social Media Policy? Non-compliance are clearly stated and communicated with.

Depending on the size and culture of your agency reminding staff members to use good judgment understand that their actions reflect upon the agency.

If you're starting to panic... don't. A wonderful on-line resource is available at <http://www.simplysocialmedia.com/policies.php>, which is a website created by Chris Boudreaux as a resource for leaders and managers seeking to improve their social media efforts. Although there is no perfect policy, the best elements of these various policies can be used to customize a document that is right for you.

Nicole McGough is Vice-President and Marketing Strategist for Progressive Image Communications, a professional marketing firm that specializes in serving nonprofits, universities and public agencies. Want to share ideas or comments? Contact me at Nicole@myprogressiveimage.com or visit us at www.myprogressiveimage.com where you will find links to our social media sites.

The sidebar on the right contains a "Stay Informed" sign-up box and an "Articles" section with a red border around the article content.

To inquire about advertising on the Alabama Association of Nonprofits Network

Fax this form to: 214-441-3468

or email: aan@aansocial.com

I am interested in advertising in the AAN Marketplace:

_____ \$395 Gold Package

with guaranteed placement in my main heading:

_____ \$300 1st position _____ \$200 2nd position _____ \$100 3rd position

Main Heading Title: _____

OR

_____ \$1395 Sponsored Heading (includes available guaranteed placement in sponsored heading, Gold Package.

Main Heading Title: _____

OR

_____ \$295 Regular Listing (Listed below Gold Listings, does not include Network Banner or Vendor Spotlight Listing)

I am interested in advertising in the AAN Social Network:

_____ \$395 Social Media Profile

OR

_____ \$695 AAN Social Expert Program

Your Contact Information:

Contact Name: _____

Company Name: _____

Phone Number: _____

Email Address: _____

Best time to contact: _____

Alabama's Nonprofit Sector is Growing

Number of Nonprofit Organizations in Alabama, 1999 - 2009

	1999		2009		Pct. Change
	Number of Orgs.	Percent of All Orgs.	Number of Orgs.	Percent of All Orgs.	
All Nonprofit Organizations	15,463	100.0%	21,517	100.0%	39.2%
501(c)(3) Public Charities	7,629	49.3%	13,548	63.0%	77.6%
501(c)(3) Private Foundations	879	5.7%	1,385	6.4%	57.6%
Other 501(c) Nonprofit Organizations	6,955	45.0%	6,584	30.6%	-5.3%
Small community groups and partnerships, etc.	Unknown	NA	Unknown	NA	NA
501(c)(3) Public Charities	7,629	49.3%	13,548	63.0%	77.6%
501(c)(3) Public Charities Registered with the IRS (including registered congregations)	7,629	49.3%	13,548	63.0%	77.6%
Reporting Public Charities	2,847	18.4%	3,723	17.3%	30.8%
Operating Public Charities	2,429	15.7%	3,227	15.0%	32.9%
Supporting Public Charities	418	2.7%	496	2.3%	18.7%
Non-Reporting, or with less than \$25,000 in Gross Receipts	4,782	30.9%	9,825	45.7%	105.5%
<i>Congregations (about half are registered with IRS)*</i>	-	0.0%	11,695	54.4%	NA
501(c)(3) Private Foundations	879	5.7%	1,385	6.4%	57.6%
Private Grantmaking (Non-Operating) Foundations	856	5.5%	1,339	6.2%	56.4%
Private Operating Foundations	23	0.1%	46	0.2%	100.0%
Other 501(c) Nonprofit Organizations	6,955	45.0%	6,584	30.6%	-5.3%
Civic leagues, social welfare orgs, etc.	1,519	9.8%	1,427	6.6%	-6.1%
Fraternal beneficiary societies	1,856	12.0%	1,596	7.4%	-14.0%
Business leagues, chambers of commerce, etc.	883	5.7%	959	4.5%	8.6%
Labor, agricultural, horticultural orgs	869	5.6%	711	3.3%	-18.2%
Social and recreational clubs	841	5.4%	811	3.8%	-3.6%
Post or organization of war veterans	371	2.4%	384	1.8%	3.5%
All Other Nonprofit Organizations	616	4.0%	696	3.2%	13.0%

Note: Excludes out-of-scope organizations.

Sources: IRS Business Master File 01/2010 (with modifications by the National Center for Charitable Statistics at the Urban Institute to exclude foreign and governmental organizations).

* The number of congregations is from the website of American Church Lists (<http://list.infousa.com/acl.htm>), 2004. These numbers are excluded from the totals for the state since approximately half of the congregations are included under registered public charities.