



August 2020

Dear Prospective Promotional Partner:

We are excited to announce that on October 5-7, 2020, the [Alliance for Nonprofit Management](#) will present our now-online national conference, [Adapting to New Realities: Rebuilding for Social Change](#).

This moment in history requires all of us as capacity builders – whether consultants, coaches, facilitators, or trainers – to help organizations grapple with an ongoing pandemic, a coming recession, and calls to dismantle structural racism. Whether we're helping with program evaluation, facilitating strategy, or guiding fund development efforts, we are faced with questions of how to imagine rebuilding our communities in a more just and equitable way.

Given the relevance of the conference content and the ability to speak to a national audience, we are inviting you to become one of our event's exclusive Promotional Partners. Doing so enables your members to enjoy a 25% discount off registration to the event.

To participate as a Promotional Partner for the conference, we ask that your organization send at least one direct, freestanding email blast to your list alerting your members and affiliates to the opportunity to register for the conference at this 25% off discounted price.

Our team will supply artwork and language/wording for this and can work with you to provide whatever else is needed. A post to your social media channels and/or a newsletter mention would also be much appreciated, if possible. In exchange, we will name your organization as a Promotional Partner on event web pages, on virtual signage at event, and in social media.

We are delighted that several key organizations such as [TSNE MissionWorks](#), [Support Center](#), [FMA](#) and [Brighter Strategies](#) have already signed on as sponsors.

We look forward to enrolling you as a Promotional Partner and will follow up soon to confirm your participation.

If you have any questions, please contact Bridget Armstrong, Alliance Administrative Coordinator, at admin@allianceonline.org. Additionally, you may be interested in other conference [sponsorship opportunities](#) and assisting with funding scholarships, and we'd welcome an opportunity to discuss.

Sincerely,

Tamela Spicer, Alliance Conference Chair
Keith Timko, Alliance Board Chair

