

AFP Saskatoon Chapter Advertisement and Promotion Policy
February 26, 2018

Purpose:

The purpose of this policy is to articulate the framework for supporting event promotion for non-profit organizations; reciprocal organization promotion, such as promoting CAGP events; for-profit business/consultant functions (eg. workshops, webinars or luncheons provided by for-profit businesses); and volunteer position promotion (eg. sharing opportunities for volunteering with local groups).

Responsibilities:

The Chapter Board and the Chapter Administrator(s) will adhere to this policy when responding to, and soliciting financial support for, Chapter activities. The Executive and the Communications Chair have ultimate authority on issues relating to advertising and promotion.

Non-Profit Organization Promotion

Criteria:

Non-profit businesses that seek to promote their events to Chapter members. The Chapter will only promote the events of those organizations whose events have a potential direct benefit to our members and are related to the not-for-profit industry generally. The Executive and/or Communications Chair reserves the right to limit the number of non-profit organization promotions per year and the number of e-blasts per month.

Pricing:

Free – AFP Saskatoon Chapter members ¹

\$100 – Non-AFP Saskatoon Chapter members

Servicing:

- Information appears in e-blast and the monthly newsletter to our General Interest list which includes all members
- Information posted to our webpage under the “Event Calendar”

Reciprocal Organization Promotion

Criteria:

Non-profit organizations that are affiliated with AFP Saskatoon and wish to promote an event to chapter members. Current reciprocal organizations include CAGP and Office of the Treaty Commissioner. We reserve the right to limit the number of non-profit organization promotions per year and the number of e-blasts per month.

Pricing:

Free

¹: This includes both individual AFP Chapter members and any organization that has at least one paid employee as an AFP Saskatoon Chapter member.

Servicing:

- Information appears in e-blast and the monthly newsletter to our General Interest list which includes all members

For-Profit Business Promotion

Criteria:

For-profit businesses that seek to promote their products and services to the Chapter members. The Chapter will only promote businesses whose products and services have a potential direct benefit to our members and are related to the field of non-profit development. We reserve the right to limit the number of for-profit organization promotions per year and the number of e-blasts per month.

Pricing:

\$100 – AFP Saskatoon Chapter members ¹

\$150 – Non-AFP Saskatoon Chapter members

Servicing:

- Information appears in e-blast and the monthly newsletter to our General Interest list which includes all members
- Information posted to our webpage under the “Event Calendar”

Volunteer Position Promotion

Criteria:

Non-profit organizations that are affiliated with AFP Saskatoon that wish to promote volunteer opportunities with their organizations. We reserve the right to limit the number of volunteer position postings per year and the number of e-blasts per month.

Pricing:

Free – AFP Saskatoon members ¹

Free – Non-AFP Saskatoon members

Servicing:

- E-blast to our General Interest list which includes all members
- Notice included in our monthly newsletter if time and space permits
- Information posted to our webpage under the “Job Posting”

¹: This includes both individual AFP Chapter members and any organization that has at least one paid employee as an AFP Saskatoon Chapter member.