**Donation Proposals**

From the Finance Committee

May 2023

Investing in NSITSP means we can take more action? Take our message further? Reach more people? Take more action on legislation that impacts our businesses.

Annual AND monthly options

*Donors are both members and non-members*

1. **Member (or vendor) contribution levels** to be asked on renewal and at initial registration. Maybe a marketing campaign in newsletter every month? On website too.  
   – Applied to any member who donates above and beyond their membership payment

* Supporter Donor 🡪 $100 or more additional donation (NO monthly, offer annual)
* Champion Donor 🡪 $500 or more additional donation (offer monthly, offer annual)
* MVP Donor 🡪 $1,000 or more additional donation (offer monthly, offer annual)

1. **As a show of appreciation for your donation, you get these gifts as our thanks to you:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Supporter Level | Champion Level | MVP Donor |
| Online Badge to use – our site and theirs | No background | Silver Background | Gold Background |
| Backlink from our site to donor site |  | X | X |
| "Suitable for framing" thank you certificate with donor level | X | X | X |
| Color-coded tradeshow badges/color-coded stickers | X | X | X |
| Classy reusable wooden plaque |  |  | X |
| Pick your gift-hat/mug/t-shirt (optional for donor; designs unique to donors) |  | X | X |

* Online member listing with MVP on top, followed by Champions, Supporters, and standard memberships
* In standard member profiles, donation-level badges are displayed

1. **Budget (expense of implementation)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Donation (min.)** | **Expense** | **Net** |
| Basic Badge Design | $ 0 | $ 500 | * $500 |
| Three Specific Designs | $ 0 | $ 300 | * $300 |
| Backlinks on web site – setup | $ 0 | $ 500 | * $500 |
| Backlinks per new donor | $ 100 or more | $ 0 | $ 100 or more |
| Certificates + postage | $ 100 or more | $ 2 | $ 98 or more |
| Custom Name badges\* | $ 100 or more | $ 3 | $ 97 or more |
| Classy (basic) plaque | $ 1,000 | $75 | $ 925 |

\* Custom Name badges: Send 10 per donor. Cost $2.50 plus postage = $3.00.

Total estimated setup costs: One-time $1,300 fees

If we had one donor at each level, income would be $1,600

And cost to deliver would be $90 with postage

Net income would be $1,510

Disclaimer needed: Note that NSITSP is a 501C-6. Your contribution may not be tax deductible, consult your tax professional.