



Dear Prospective Advertiser,

The **AFP Greater Toronto Chapter Online Directory of Suppliers** is a comprehensive guide to suppliers in the fundraising sector. The directory is a frequently used and carefully categorized resource that connects fundraisers with the products, services and expertise they need to achieve better results.

Join the growing numbers of innovators, product leaders, idea makers and specialists, and tap into the most **affordable and targeted niche marketing** space in the fundraising industry.

The Online Directory of Suppliers offers:

- ✓ a **low cost** and effective way to increase brand awareness and create visibility
- ✓ a **low cost** way to strengthen your company's leadership position; and
- ✓ a **low cost** way to establish customer relations and generate leads

The AFP Greater Toronto Chapter constantly receives calls and e-mails asking for referrals to suppliers/service providers. The staff can't be biased in our recommendations and therefore we encourage the person to go to the on-line directory of suppliers. It is important that you are listed if you would like our office to make referrals to your organization.

Let me know if you would like to be removed from future mailings.

We look forward to hearing from you soon!

Sincerely,

A handwritten signature in black ink that reads 'Cynthia Quigley'.

Cynthia Quigley
Director AFP Canadian Services & AFP Greater Toronto Chapter
cquigley@afptoronto.org
416-941-9212 ext. 222

Please ensure to download the form from your web browser first in order to save correctly. Completed forms can be returned by e-mail to cquigley@afptoronto.org.



ONLINE DIRECTORY OF SUPPLIERS - BENEFITS AND FEE STRUCTURE October 1, 2018 - September 30, 2019

GOLD: \$465

- AFP Members only

Banner ads:

- Header Banner Image - 425X125px (seen on all afptoronto.org/ pages - see Global Philanthropic example below)
- Unit Banner Image - 680X200px (seen on the Supplier Directory page - see Stephen Thomas example below)

Categories:

- Listed at the top of category listings (alpha order within Gold category)
- One category listing included, additional categories \$50 (see page 5 for categories)

Description:

- 150-400 word description
- Include contact information
- Samples can be found here afptoronto.org/suppliers/

Page Sample:

The screenshot shows the AFP website's Suppliers directory page. At the top, there is a navigation menu with links for ABOUT, MEMBERSHIP, RESOURCES, EVENTS, SUPPLIERS, JOB BOARD, BLOG, and DONATE. The main content area is titled "Suppliers" and includes social media sharing options (Like, Tweet, Share) and a description of the directory. Below the description is a dropdown menu for "What type of Supplier or Service are you looking for?". A sample supplier listing for "Stephen Thomas Ltd." is displayed, featuring a banner image with the text "CANADA'S LEADING FULL-SERVICE INTEGRATED FUNDRAISING AGENCY" and "Stephen Thomas Marketing for a Better World®". The banner also includes the text "Think Big Dream Big" and "GLOBAL CANADA".

SILVER: \$300 - Members \$500 - Non-Members

Graphic:

- Logo or ad included in listing - 200X200px

Categories:

- One category listings
- Additional categories \$50 members, \$100 non-members (see page 5 for categories)

Description:

- 150-400 word description
- Include contact information
- Samples can be found here afptoronto.org/suppliers/

Done Write Communications
Categories: Direct Mail, Marketing & Communications, Planned Giving

Contact: Marlena McCarthy, President
Email: marlena@donewrite.com

Address: 26 Kalmar Avenue, Toronto ON M1N 3G3
Telephone: 416-699-0536

Trusted by non-profits since 1982. President Marlena McCarthy has expertise in creating non-profit fundraising and donor communications materials of every sort.

Long-time member of AFP and Canadian Association of Gift Planners, Marlena produces effective planned giving marketing materials and web text, intriguing newsletters that keep bequest donors from changing their mind, and PG lead acquisition direct mail packages. A founding partner in Bequest Insurance, she is master of marketing legacy gifts of insurance, Her co-authored book *Multiplying Generosity Using Insurance* for fundraisers and financial advisors will be published Nov. 2015.



BRONZE: \$150 - Members \$250 - Non-Members

Categories:

- One category listings
- Additional categories \$50 members, \$100 non-members (see page 5 for categories)

Description:

- 150-400 word description
- Include contact information
- Samples can be found here afptoronto.org/suppliers/

Method Works Consulting
Categories: Database Management

Contact: Eva Kwan, President & CEO
Email: info@methodworksconsulting.com

Address: 100-120 17 Ave SW, Calgary AB, T2S 2T2
Telephone: 403-278-4892

Method Works Consulting are experts in Blackbaud products including The Raiser's Edge™, The Financial Edge™, The Education Edge™, NetCommunity™, and Luminat™ (formerly Convio). We have Blackbaud Certified (bCRE) staff, with consultants in Toronto, Calgary, Vancouver and Victoria. From business process to online engagement, data conversions to our daily online training program, our staff can help you get the most out of Blackbaud.

www.methodworksconsulting.com

**2018-2019 ONLINE DIRECTORY OF SUPPLIERS
OCTOBER 1, 2018 - SEPTEMBER 30, 2019**

Company Name: _____

Contact Name: _____

Contact Name: (to appear in basic listing) _____

Contact Title: (to appear in basic listing) _____

Address: _____

City, Province & Postal Code: _____

Phone: (_____) _____ Fax: (_____) _____

E-mail: _____ Website: _____

Are you an AFP Member? Yes _____ No _____ If yes, Membership Number _____

Form of Payment: (circle one): Visa/MasterCard/Cheque

Card #: _____ Expiry Date: _____

Name of Cardholder: _____

Company Description (150 words max):

Please indicate which level you would like to be in:

Gold

Silver

Bronze

Please indicate under which specific categories you want to be listed

Categories:

- | | |
|--|---|
| Advertising | Fundraising/Donor Management Software |
| Annual Campaigns | Full Service Consulting |
| Board Development/Governance | Grant Research & Writing |
| Brand Identity Design | Graphic Design |
| Capacity Building | Human Resources |
| Capital Campaigns | Legal Services |
| Cause Marketing | Lottery Support |
| Coaching/Training | Mailing Houses |
| Corporate Sponsorship | Major Gifts |
| Database Management | Marketing & Communications |
| Direct Mail | Market Research |
| Direct Response Marketing Donor & | Mobile Giving |
| Volunteer Recognition Event Management | Planned Giving |
| Executive Search | Prospect Research |
| Face-to-Face Fundraising | Publishing |
| | Strategic Planning |
| | Telemarketing |
| | Telephone Town Hall and Voice Messaging |
| | Video Production |
| | Other (Please Specify): |