



## 2020 Online Directory of Suppliers Program

Dear Prospective Advertiser,

The **AFP Greater Toronto Chapter online directory of suppliers** is a comprehensive guide to suppliers in the non-profit 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 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 directory is where we refer people as we cannot be biased in our recommendations. **It is important that you are listed if you would like our office to make referrals to your organization.** We offer a variety of supplier packages at different price points, which you can review in the following pages.

The Chapter also offers multiple **opportunities to sponsor** specific programs and events as well as provides a unique **opportunity for companies to exhibit** at two of our main conferences – Fundraising Day and Congress – both held at the Metro Toronto Convention Centre. If you would like more information about sponsoring or exhibiting with us, please don't hesitate to reach out to me. We are proud to work with our sponsors and exhibitors on unique, customizable opportunities to further engage audiences.

I'd be happy to review any of the following supplier packages with you and to answer any other questions you may have.

Thank you,

A handwritten signature in blue ink that reads 'Penny Connors'.

**Penny Connors, BA, BComm, CRM, CAE**  
Executive Director, AFP Greater Toronto Chapter  
[pconnors@afptoronto.org](mailto:pconnors@afptoronto.org) | 416-941-9212 ext. 222

## 2020 Online Directory of Suppliers Program

### GOLD Package

Our most popular package which includes top-level ad placement and detailed ad copy, top category listings in up to three categories (see categories page for details). Also includes:

- **Rotating header banner ad (425x125 pixels)** on [afptoronto.org](http://afptoronto.org) homepage
- **Suppliers page ad banner image (680x200 pixels)** displayed on directory listing
- Up to three categories (displayed in alpha order within all gold package category listings)
- Additional categories are optional at \$50.00 + HST per category listing
- 150-400 word company description including company contact information

Sample:



AFP International | Member's Area | Logout

[ABOUT](#) | [MEMBERSHIP](#) | [RESOURCES](#) | [AWARDS](#) | [EVENTS](#) | [SUPPLIERS](#) | [JOB BOARD](#) | [BLOG](#) | [DONATE](#)

### Suppliers

The AFP Greater Toronto Chapter Online Directory of Suppliers is a comprehensive guide to suppliers to 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.

**ONLINE DIRECTORY OF SUPPLIERS PACKAGE**

What type of Supplier or Service are you looking for?

Select a Category

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**Engage Interactive**  
*Categories: Database Management, Digital fundraising, Direct Mail, Direct Response Marketing, Integrated fundraising, Mobile Giving, Telemarketing*



**Contact:** Susan Alger, Director of Client Services  
**Email:** [susan.alger@engageinteractive.net](mailto:susan.alger@engageinteractive.net)

**Address:** 90 Eglinton Ave W, Suite 300, Toronto, ON M4R 1A2  
**Telephone:** 855-536-4243

Experienced | Integrated | Guaranteed results.

With more than 30 years of experience serving many of Canada's leading non-profits, Engage is uniquely qualified to be your fundraising partner. We've raised over \$450 million for our clients and that makes us smile. Through our unique approach to donor acquisition, we've helped 5.4 million generous people find their next charity. If you want to improve your donor acquisition results, we're here to help.

Our services include personalized mail, full telemarketing services, and digital lead generation, SMS Integration along with a suite of data analytics, modeling, and data management.

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### Suppliers

- Supplier Guidelines
- Suppliers – Alpha Listing

What type of service are you looking for?

**Search**

### Categories

- Annual Campaigns
- Board Development & Governance
- Brand Identity Design
- Capacity Building
- Capital Campaigns
- Charity Silent Auctions
- Coaching/Training
- Corporate Sponsorship
- Database Management
- Digital fundraising
- Direct Mail
- Direct Response Marketing
- Donor & Volunteer Recognition
- Event Management
- Executive Search
- Face-to-Face Fundraising
- Full Service Consulting



### **GOLD Package Pricing**

- AFP members: \$475.00 + HST / year
- Non-members: \$550.00 + HST / year

### **SILVER Package**

Includes:

- **Company logo (200x200 pixels)** included in the listing
- Up to two category listings (displayed in alpha order within all silver package listings)
- Additional categories are optional at \$50.00 + HST per category listing
- 150-300 word company description including company contact information

Sample:

**Preston Human Capital Group**  
*Categories: Executive Search, Human Resources*

**Contact:** Lindsay Preston, Partner  
**Email:** [lindsay@phcap.ca](mailto:lindsay@phcap.ca)

**Address:** 2 St. Clair Avenue West, 18th Floor  
**Telephone:** 416-277-1500

Preston Human Capital Group is an owner-operated executive search firm that specializes in building high performance teams on behalf of business leaders (Boards/CEO's/President's/VP's) who want to drive improved business results through people.

Our unique selling proposition is a combination of:

- Experience – 30+ years in both for-profit/not-for-profit; public/private sector; entrepreneurial
- Values – Integrity/Tireless Work Ethic/Commitment to Excellence/Honesty/Humor/Passion for results
- Extensive Network that is growing every day
- Effective Assessment Tools
- Rigorous and Proven Process

This is supported by our [testimonials](#) and our [100% success](#) in placements. For more information please visit our [website](#).

<http://www.phcap.ca>

The logo for Preston Human Capital Group (PHIC) consists of a black square containing the letters 'PHIC' in a white, bold, sans-serif font. Above the 'H' and 'I' are two small yellow circles. Below the square, the text 'Preston Human Capital Group' is written in a black, sans-serif font.

### **SILVER Package Pricing**

- AFP members: \$350.00 + HST / year
- Non-members: \$450.00 + HST / year



## **BRONZE Package**

Includes:

- One category listing
- Additional categories are optional at \$50.00 + HST per category listing
- 150-250 word company description including company contact information

Sample:

### **J Sutton Communications Inc.**

*Categories: Direct Mail*

**Contact:** John Sutton, President

**Email:** [john@jsuttoncom.com](mailto:john@jsuttoncom.com)

**Address:** 7 Labatt Avenue, Suite 104A, Toronto ON M5A 1Z1

**Telephone:** 416-365-7446

With over 30 years of Direct Marketing Consulting and Print production experience, John Sutton and his dynamic team are uniquely positioned to provide the knowledge, creativity and personal care required to maximize your organization's direct mail fundraising efforts. Working with organizations large and small, we pride ourselves on helping nonprofits maintain and grow their donor bases through consistent, thoughtful messaging - finding efficiencies in list management, printing and mail production along the way. To maximize your revenue, call John Sutton at 416 365 7446.

<http://jsuttoncom.com>

## **BRONZE Package Pricing**

- AFP members: \$200.00 + HST / year
- Non-members: \$300.00 + HST / year

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For details about our available categories and to sign-up for our 2020 program, please review the following pages and complete the attached sign-up form.

**Forms along with company descriptions, contact information and artwork can be submitted to AFP Greater Toronto Chapter Marketing Communications Specialist, Jacquelyn Folville, at [jfolville@afptoronto.org](mailto:jfolville@afptoronto.org).**

**Not a member but interested in becoming one?**

Read more about our member benefits [here](#) & [join today](#).

**Have questions about membership?**

Contact our Chapter office at 416-941-9212.



## 2020 Online Directory of Suppliers Program

*Thank you for your interest in joining our directory of suppliers program!*

Please complete the following form and send along with your company description, ad contact information, and artwork to [jfolville@afptoronto.org](mailto:jfolville@afptoronto.org).

Ads will be posted on a first-come, first serve basis within approximately 1-3 business days upon receipt of materials and payment.

Secure credit card payments can be processed [online](#) or by phone at 416-941-9212. Please note that payments that have not been received within 30 days of the ad being posted are subject to 10% per month interest.

**Company Name:**

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**Contact Name:**

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**Contact Name: (to appear in basic listing)**

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**Contact Title: (to appear in basic listing)**

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**Company Address:**

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**City, Province & Postal Code:**

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**Company Phone Number:**

(\_\_\_\_) \_\_\_\_\_

**Company E-mail:**

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**Company Website:**

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**Company Description:**

**Are you an AFP Member? Yes No**

**If yes, please include your membership number:**

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**Form of Payment:**    Visa        MasterCard        AMEX        Cheque

**Card #:**

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**Expiry Date:**

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**Name of Cardholder:**

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**Cheques can be made payable to the AFP Greater Toronto Chapter.**

**Mailing Address:**

AFP Greater Toronto Chapter  
260 King Street East, Suite 412  
Toronto, ON  
M5A 4L5

**Secure credit card payments can be made [online](#) or processed by phone at 416-941-9212.**

**Please note that payments that have not been received within 30 days of the ad being posted are subject to 10% per month interest.**

**Ads will be posted on a first-come, first serve basis within approximately 1-3 business days upon receipt of materials and payment.**

*HST 89763 9530 RT*

260 King Street East, Suite 412 Toronto, ON M5A 4L5  
Tel.416-941-9212 • Toll-Free:1-800-796-7373  
[info@afptoronto.org](mailto:info@afptoronto.org) • [afptoronto.org](http://afptoronto.org) • [@afptoronto](https://twitter.com/afptoronto)

Please indicate which level you would like to be in: **Gold**                      **Silver**                      **Bronze**

**Categories:**

Please indicate your preferred category listings (Gold package = up to 3 categories, Silver package = up to 2 categories, Bronze package = 1 category).

***Thank you!***