

ADVERTISING WITH CALNONPROFITS

Digital Newsletter (“The Latest”) - Rate Sheet

Our Reach

Each issue of our digital newsletter (“The Latest”) reaches more than 50,000 email subscribers and has an average open rate of 36%. It is also shared via our three popular social media channels: [Facebook](#), [LinkedIn](#), and [Twitter](#), with a combined following of 12,359. Our audiences are primarily nonprofit leaders, decision-makers, and board members throughout California, as well as foundation leaders, elected officials, legislative staff, and other individuals of note in our sector.

Members receive a discount on all ad positions; a discount of 20% is available to any advertiser interested in multiple ads.

Ad Position*	Member Rate	Not-yet-member Rate
Position #1	\$400	\$500
Position #2	\$300	\$400
Position #3	\$200	\$300

**All ad sizes are 600 x 120 px; see next page for ad positions*

Space is limited and first-come, first-served. Please see image on next page for ad positions, or the attached PDF (for a larger format). Newsletters generally go out twice monthly, and the number of ad spots available each issue may vary. Please contact Lauren Kay, Director of Communications & Marketing at laurenk@calnonprofits.org for next available dates and to secure your spot, or for more information about sponsorship opportunities.

Please note: We welcome ads educating our readers about products and services relevant to their work and interests. We reserve the right to decline advertising.

THE LATEST: News & Updates

California Nonprofits Call for Inclusive Tax Relief for Nonprofit Employers



March 11, 2022
The Honorable Scott Brinker
Director, State of California
Sacramento, CA 95834

The Honorable Tom Allen
State Treasurer and Tax
Commissioner
Sacramento, CA 95834

The Honorable Anthony Denham
State Controller
Sacramento, CA 95834

Did you know for-profit businesses can take advantage of tax deductions to relieve the financial burden of the new COVID sick leave requirements, but nonprofits can't?

We don't think this is fair. So while we are supportive of the legislative sick leave offered to workers via SB 114, we think California's nonprofit employers deserve relief similar to what's accessible to their for-profit counterparts.

Read More

Get Your Annual Registration Filed Right

As many as 2,000 nonprofits attempting to file their Annual Registration Renewed since January have had their forms rejected. The state's Agency Services & Office Aid Unit. A change in forms and fees for 2022 registration renewal for 2022 has led to some confusion among nonprofits. The AGS office has asked that we help clear things up. So...

Before processing your annual renewal, be sure to visit [this page](#) to learn all about changes for 2022 and to review [this checklist](#), which includes an updated fee schedule.

And do stay tuned for our always popular and new-for-2022 Compliance Checklist. We're busy updating it and will share soon.

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PROJECT & POLICY UPDATES

SPONSORING BILLS & Budget Aids for 2022
We're now working on three budget requests and eight state bills that are crucial for nonprofits right now. [Learn more about them](#) as well as other pending state and federal legislation in [this article](#), we shared recently. And stay tuned, there's more to come.

IN THE NEWS

Bloomberg reporter Laura Mahoney mentioned the letter we co-signed calling for a payroll tax credit to benefit nonprofit employees' compliance with the new extended sick leave law in [this recent piece](#) on the complexities of the CARE Act. [Read it.](#)

It's Complicated: Nonprofit Organizations & Wage Equity
is the only small journal we recommend from our friends and colleague Jan Platt, the former executive director of the Minnesota Council of Nonprofits. It explores anticipated trends of the sector rooted in equity and reform. [Read it.](#)

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Wintona Town: A Guide to Nonprofit Rafting
Wednesday, May 11, 9am - 12pm
Open to All
FREE for members; \$10 for non-adj members
(Closed captioning will be provided)

Wait, there are laws about rafting? Yes, there are! And did you know that in California only 50% of nonprofits can legally host rafting? That is, as long as they follow some simple but important rules! Get [background](#) and [guidance](#) from the state expert in the Attorney General's office.

Register Here

MEMBER BENEFITS

Online Security: Help, training and resources on cybersecurity, specifically for nonprofits, is available from [Cyber Security](#), our newest member benefit, offering a 20% discount to CalNonprofits members.

Student Loan Forgiveness: CalNonprofits members now have access to discounts on services from [Sallie Krawcheck](#), an online public credit counselor that helps employees navigate the complexities of repayment and loan forgiveness options. More details for members [here](#).

Become a Member!
We at CalNonprofits can only do the advocacy and policy work we do because we are supported by thousands of nonprofit members. We hope you'll join our advocacy coalition and enjoy all the great perks of membership. [Join today!](#)

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Connect with us!



Contact info: [Lauren Kay, Director of Communications & Marketing](#)

position #1

position #2

position #3