

In today's market, connecting with donors and encouraging philanthropy is a critical strategy for nonprofits.

September 6, 2016

DANA Members:

In today's market, connecting with donors and encouraging philanthropy is a critical strategy for nonprofits. With this in mind, the Delaware Alliance for Nonprofit Advancement (DANA), the Delaware Community Foundation (DCF), and United Way of Delaware (UWDE) are pleased to announce a partnership with the *Delaware Business Times* to publish a special supplement in the November 22nd issue, titled "Giving Guide 2016".

The "Giving Guide 2016" supplement will be a comprehensive resource for the *Delaware Business Times* readership to learn about nonprofits across the state, as well as encourage participation through volunteerism, donation, and advocacy. We encourage you to take advantage of this opportunity to showcase the good work you do. Participating nonprofits have the option to purchase either a one page profile, or two page spread, both available at a significant discount. The publication will be distributed during national Nonprofit Month, in mid-November - right before Giving Tuesday - one of the largest days of giving in the country.

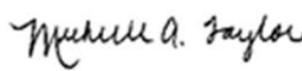
The *Delaware Business Times* is a premier business publication for the First State. With a total readership of 28,800. *Delaware Business Times* readers have an average household income of \$194,116 and spend an average of over 40 minutes reading each publication. Meanwhile, 43% of readers have directly contacted a company because of an advertisement they saw in the *Delaware Business Times*.*

This important project is supported by DANA, DCF, UWDE, and through advertising dollars. Your participation in this supplement will bring your message to a target audience of business leaders throughout the state that subscribe to the *Delaware Business Times* to keep abreast of important economic issues. Your investment in this project will not only present your message in this special edition as a 1-2 page feature, but it will also bring awareness and visibility for your organization to the *Delaware Business Times*' audience.

To promote your organization in the "Giving Guide 2016", or to learn more, please contact the *Delaware Business Times* at 302-504-1326, or sales@delawarebusinesstimes.com. The deadline to reserve space is Monday, October 17, 2016. If you have any questions regarding the content of this supplement, please do not hesitate to reach out to Jessica Bell at 302-777-5500, or jbelle@delawarenonprofit.org.

Thank you for your consideration and support of this project to help raise awareness for the nonprofit sector in Delaware.

Sincerely,



United Way of Delaware
UWDE.org

Sheila Bravo, President & CEO - Delaware Alliance for Nonprofit Advancement
Stuart Comstock-Gay, President & CEO - Delaware Community Foundation
Michelle Taylor, President & CEO - United Way of Delaware

*An independent audit and study by the Circulation Verification Council

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Cover Example

View Giving Guide
Nonprofit Organization
Profile Example



Delaware Alliance for Nonprofit Advancement (DANA)
www.DelawareNonprofit.org
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