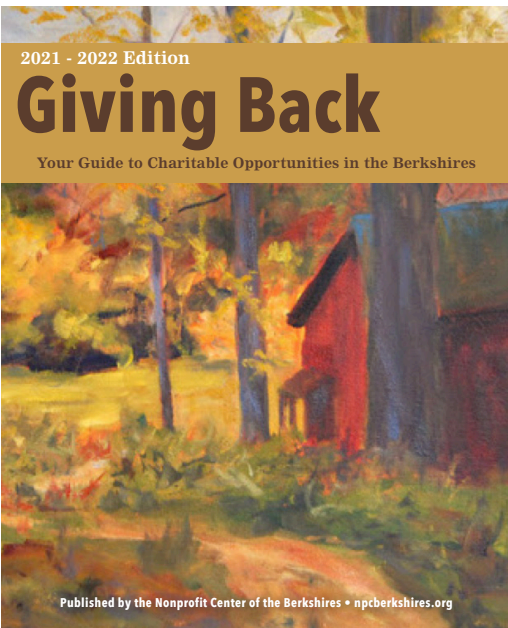




## “GIVING BACK” GUIDE ONLINE: AN INVALUABLE RESOURCE FOR OUR COMMUNITY



- The *Giving Back* guide is designed to connect nonprofits to people who would like to get more involved or donate (Target audience is residents, 2<sup>nd</sup> homeowners, retirees, seniors, people who just moved here).
- It features a directory of over 1,000 Berkshire nonprofits, profiles of nonprofits, and ads.
- The *Giving Back* guide **online edition** will live on [npcberkshires.org](http://npcberkshires.org), reaching 800-1,000 users monthly, and be distributed to our broad network of nonprofits, local and regional businesses and supporters of nonprofits in the Berkshires.

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### SOME EXAMPLES OF HOW THE GUIDE IS USED

- Giving Circles pool their money to donate and use the “Giving Back” Guide to identify nonprofits to give to.
- Elder Services of Berkshire County uses the Guide to place Federally-funded senior employees in nonprofit organizations.
- Schools and Camps use the guide to facilitate community service and after school projects for students
- Individuals read the guide from cover to cover and become engaged..

*“My husband just retired and he used the **Giving Back** guide to get an idea of the nonprofit landscape and where he might like to volunteer.”*

— L. W.

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# DEADLINE

Reservation, artwork  
and payments:  
**AUGUST 6, 2021**



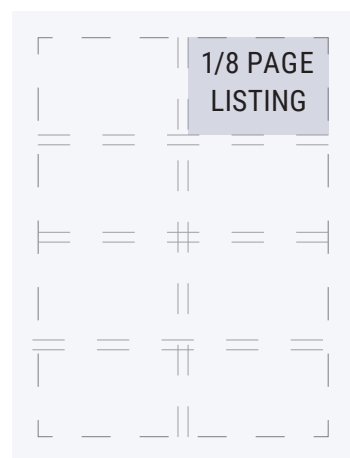
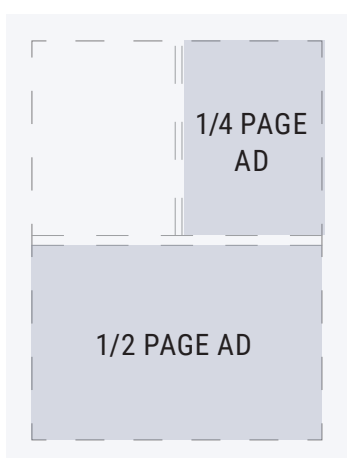
## Giving Back Online:

*Your Digital Guide to Charitable Opportunities in the Berkshires*

### SUBMIT A BRANDED ADVERTISEMENT

OR

### LIST YOUR BUSINESS



#### AD PRICES

Full page	8.5" x 10.25"	\$350
1/2 page	7.5" x 4.875"	\$200
1/4 page	3.625" x 4.875"	\$100

#### WE CAN CREATE A CUSTOM AD

Upon request, NPC can create a custom ad for any advertiser for an additional fee of \$40.

#### LISTING PRICE

1/8 page listing	3.625" x 2.4375"	\$50
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#### WHAT'S INCLUDED:

No time to design a branded ad? You can still reach Berkshire nonprofits through a comprehensive business listing. This spot includes: your business name, address, phone number, email, website, logo and tagline.

### WRITE AN ARTICLE

Share your expertise and promote your services by writing an article geared to our nonprofit sector. Full page with a photo, designed by NPC for only \$400.

### RESERVE YOUR SPACE BY AUGUST 6TH

Visit [npcberkshires.org](http://npcberkshires.org) or email [elizabeth@npcberkshires.org](mailto:elizabeth@npcberkshires.org) to reserve your space today.