



Member Donation Proposals

From the Finance Committee

May 2023

Investing in NSITSP means we can take more action? Take our message further? Reach more people? Take more action on legislation that impacts our businesses

Annual AND monthly options

1. Member contribution levels to be asked on renewal and at initial registration. Maybe a marketing campaign in newsletter?

– Applied to any member who donates above and beyond their membership payment

- Supporter Donor → \$100 or more additional donation (NO monthly)
- Champion Donor → \$500 or more additional donation (offer monthly)
- Benefactor/MVP Donor → \$1,000 or more additional donation (offer monthly)

2. As a show of appreciation for your donation, you get these gifts as our thanks to you:

	<u>Supporter Level</u>	<u>Champion Level</u>	<u>Benefactor Donor</u>
Online Badge to use – our site and theirs	No background	Silver Background	Gold Background
Backlink from our site to donor site		X	X
"Suitable for framing" thank you certificate with donor level	X	X	X
Color-coded tradeshow badges/color-coded stickers	X	X	X
Classy reusable wooden plaque			X
Pick your gift-hat/mug/t-shirt (optional for donor; designs unique to donors)		X	X

- Online member listing with Benefactors on top, followed by Champions, Supporters, and standard memberships
- In standard member profiles, donation-level badges displayed



3. Budget (expense of implementation)

<u>Item</u>	<u>Donation (min.)</u>	<u>Expense</u>	<u>Net</u>
Basic Badge Design	\$ 0	\$ 500	- \$500
Three Specific Designs	\$ 0	\$ 300	- \$300
Backlinks on web site – setup	\$ 0	\$ 500	- \$500
Backlinks per new donor	\$ 100 or more	\$ 0	\$ 100 or more
Certificates + postage	\$ 100 or more	\$ 2	\$ 98 or more
Custom Name badges*	\$ 100 or more	\$ 3	\$ 97 or more
Classy (basic) plaque	\$ 1,000	\$75	\$ 925

* Custom Name badges: Send 10 per donor. Cost \$2.50 plus postage = \$3.00.

Total estimated setup costs: One-time \$1,300 fees

If we had one donor at each level, income would be \$1,600

And cost to deliver would be \$90 with postage

Net income would be \$1,510