



Bonterra partner co-marketing opportunities

Co-marketing opportunities are just one benefit of being a Bonterra partner.

Marketing opportunities:

LEAD GENERATION

Virtual events:

Partner hosted webinars: Host a webinar to market your company and services along with our brand. You provide the content, lead the webinar, and promote to your audience and beyond. We will help promote to our audience, provide a platform to host it, create a registration page, supply guest speakers (as needed), and even help with advertising funds. Leads will be shared between you and us.

Examples:

- [The long and short of it: filling your fundraising gaps with affinity-based targeting](#)

Bonterra hosted webinars/workshops/conferences:

Share your expertise with an even larger audience. Bonterra hosts several virtual events annually and we love to use partners as panel experts and speakers. It helps to build brand awareness, gain access to our audience, and we even share the leads with you.

Examples:

- [Behind the numbers: decoding industry reports and applying new finding to your fundraising efforts](#)
- [Stronger insights for stronger fundraising](#)

Co-sponsored workshops/conferences: If you are hosting a workshop or conference, we may be able to help to sponsor it. Simply include us in your promotions as a sponsor and add in some Bonterra related content or invite us to speak at one of the sessions. Sponsorship amounts vary by event.



Live events:

Partner hosted events: Host a live event (i.e. happy hour, luncheon) for your audience. Invite us to network and we will help sponsor your event. We may be able to provide a space in our Bonterra DC or Austin office/event spaces for your event if needed. Sponsorship amounts vary by event.

Bonterra hosted events: Share your expertise with an even larger audience. Bonterra hosts a few events annually and we love to use partners as panel experts and speakers. It helps to build brand awareness for your company and access to our audience.

Co-sponsored events: If you are hosting a networking event or live conference, we may be able to sponsor it. Simply include us in your promotions as a sponsor and add in some Bonterra related content or invite us to speak at one of the sessions. We may be able to provide a space in our Bonterra DC or Austin office/event spaces for your event if needed. Sponsorship amounts vary by event.



THOUGHT LEADERSHIP/BRAND AWARENESS

**Some thought leadership activities can be combined with lead generation activities.*

Guides:

Provide long form content, produced for thought leadership to connect with mid-sized to large nonprofit organizations. Relate the content to Bonterra and we will provide a writing stipend (depending on content) for you, along with sharing the leads generated and helping to promote it via social media and email.

Examples:

- [Nonprofit CRM buyers guide](#)

Case studies:

Work with our content team to produce a use case study with one of our mutual clients. You provide the data along with a mutual client to showcase success on our platform and supported by your services. We will write the case study report. The final copy will live on our website. We will promote it via social media and email to help build brand awareness for you and your services. This can be combined with another co-marketing activity like a partner hosted webinar or sponsored email promotion.

Examples:

- [IAAM grows their membership program with the help of EveryAction](#)
- [Storytelling, sustainers, and strategy: Equality Florida scales up with 4Site Interactive Studios and EveryAction](#)





Blogs:

Provide short form content about a wide range of topics. We will share it with our audience to build brand awareness for your company. We will promote it via social media and email as well.

Examples:

- [Thursday Thoughts: best practices for sustainer program communications](#)
- [Elevating your major gifts and planned giving with data driven decision-making](#)

Vodcasts:

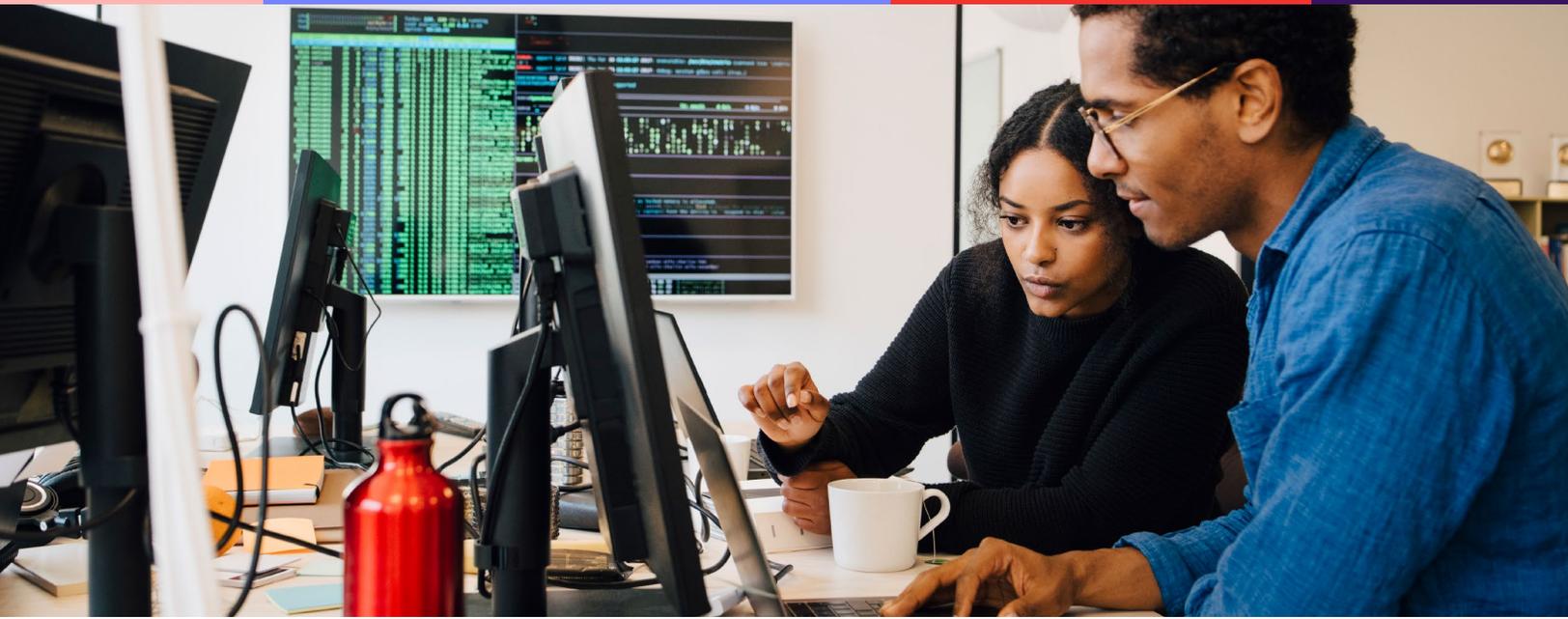
Work with our content team to produce a short form, 2-minute video about a wide range of topics. We will record the video and edit it. The final copy will live on our website and YouTube channel. We will promote it via social media and email to help build your brand awareness and audience.

Examples:

- [Episode 42: One thing nonprofits should know about growing their audience](#)
- [Episode 37: The state of nonprofit direct mail fundraising production](#)

Content swaps:

Share our content like upcoming webinars, on-demand webinars, guides, blog posts, etc. in an email, newsletter, or on social media, and we will return the favor by sharing your content (of a similar nature) to our audience via our Top 5 email or social media. (This is not meant to be for sales offers, but company info and links may be provided for the audience to learn more.)



Why co-market with us:

About Bonterra:

www.bonterratech.com/about-us

Our purpose:

We power those who power social impact

Our core values:

ELEVATE DOERS OF GOOD

Fuel growth. Power with partnership.
Do the best work of our lives.

INNOVATE COURAGEOUSLY

Be curious. Deeply understand our client.
Have each other's backs.

CULTIVATE INCLUSIVITY

Open doors. Create space. Center diversity,
equity, inclusion, and belonging.

APPRECIATE THE JOURNEY

Celebrate progress. Bring everyone along.
Enjoy the ride.

As a partnership program

- We don't compete with our partners
- New business or product feedback is always welcome
- We focus on a triple win model: customers-partners-our company win together

Lead sharing

We follow lead sharing best practices, including gating expert panels and guide content downloads with a check box to prompt readers and registrants to acknowledge that their information will be shared with a specific partner for marketing purposes. This results in greater transparency and less risk that leads will mark your marketing emails as spam.

Promotion and brand awareness

Ungated content like blog posts and Vodcasts offer value in terms of brand awareness and promotion to your audience and ours. A promotional link with a UTM will be provided to you to promote, so that any leads that come in through your content will be attributed to you.

Multiple focuses reaching a multitude of audiences

With multiple focuses within Bonterra (donor engagement, supporter engagement, program management, etc.) come multiple audiences. We can target marketing to the right audience and cross-promote to multiple audiences.

Multipurposed and evergreen content

We recycle and syndicate content produced in one channel or format across many others, making your content sticky and viewable beyond the primary channel and audience. Our content lives on our website, making it easily searchable and accessible long after it's released.



Our audience reach:



LinkedIn followers

47,000+



Facebook followers

88,000+



Twitter followers

75,000+



Email subscribers

370,000+