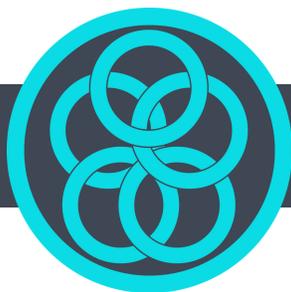


**The
Nonprofit
Alliance**

**Join us in building a
21st-century alliance
for the nonprofit
community**



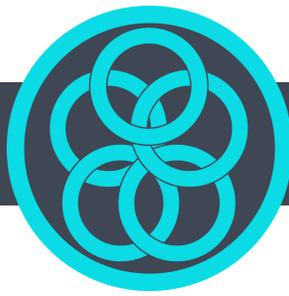
Welcome to The Nonprofit Alliance

There is an ever-increasing reliance on nonprofits to address the world's most persistent problems. The Nonprofit Alliance formed in 2018 in response to a growing urgency from the nonprofit sector for an authoritative voice to promote, protect, and strengthen the philanthropic sector.

The Nonprofit Alliance represents a diverse landscape of causes. We feed the hungry, shelter the homeless, rescue the lost, stand up for our veterans, advocate for the neglected, search for cures, protect the threatened, and help piece together communities after disasters. Public support from individual donors represents almost 80% of philanthropic funding in the United States, and with every contribution, our donors affirm their faith that we will adhere to the highest standards of trust and effectiveness. We take their trust and their generosity very seriously, for it is through this partnership of donors and nonprofits that we make a meaningful difference in our world.

We are organizations like American Heart Association, The Nature Conservancy, AARP, Alzheimer's Association, Food & Water Watch, DAV, Share Our Strength, Food for the Poor, YWCA, Special Olympics, National Audubon Society, Feed the Children, National Aquarium, Defenders of Wildlife, and Doctors Without Borders; and we are the expert partners that help nonprofits in their public outreach, fundraising, and resource development. We care about accountability to a society that understands and values the vital role of nonprofits in our world today. We care about responsible use of technology and data that enable nonprofits to provide relevant, timely outreach to people who care about our missions. We care about donors and supporters who are as invested in our work as we are. And we care the future of our sector. The Nonprofit Alliance is committed to doing what is necessary today to ensure that nonprofits continue to have the resources and influence needed to thrive.

www.TNPA.org



Our Vision

A thriving nonprofit sector that has the resources and influence to meaningfully change the world.

Our Mission

We will be the authoritative voice of nonprofits to promote, protect, and strengthen the philanthropic sector in the best interests of donors and beneficiaries.

Our Goals

- Unify specialized and regional nonprofit membership associations into a single, stronger alliance that protects the legacy, leadership, and distinct value of each.
- Represent and uphold the best interests of nonprofits in federal and state legislative matters, including postal, tax, regulatory, and responsible use of data, such that new laws and policies clearly recognize and address the important role of nonprofits and specifically consider appropriate distinctions.
- Deliver exemplary educational and professional development opportunities that challenge the nonprofit sector to engage, innovate, and inspire.
- Build greater trust in the nonprofit sector by upholding our standards of ethics and accountabilities and communicating the significant positive impact – both economic and social – that the sector has on the individuals and societies they serve.
- Impact the evolution of consumer expectations and behavior by meaningfully and appropriately engaging donors, members, and beneficiaries through the changing array of integrated channels available today and tomorrow.
- Celebrate our community of professionals who have dedicated our lives to uplifting others through the causes we champion and through our unwavering faith in the philosophy that in our work, we are all better together.



Our Board of Directors

Greg Albright

Executive Committee
Chief Relationship Officer
Production Solutions

John Bell

VP Sales
MMI Direct

Lane Brooks

COO, CFO
Food & Water Watch

Brian Cowart

Chief Development Officer
DAV

Mikaela King

VP, Integrated Marketing
National Geographic Society

Marie Kosanovich

Account Director
Lautman Maska Neill & Company

Gretchen Littlefield

Vice-Chair
CEO
Moore DM Group

Shannon McCracken

CEO & Ex-officio Board Member
The Nonprofit Alliance

Sherry Minton

Executive Committee
Director/Direct Response
American Heart Association

Larry May

SVP for Strategic Development
Infogroup

Denny Meyer

Founder & CEO
Meyer Partners

Tiffany Neill

Partner
Lautman Maska Neill & Company

Kim Postulart

Executive Committee
Senior Director of Direct Marketing
and Intermediate Giving
Alzheimer's Association

Dave Strauss

Treasurer
Director, Global Membership
The Nature Conservancy

David P. Whitehead, CFRE

Chair
SVP & Chief Development Officer
AARP Foundation

Phil Wiland

Chairman & CEO
Wiland

Jeannie Green

Senior VP, Data Solutions
Epsilon



Coming Soon: Special Interest Networking Communities (SINCs)

SINCs are communities of members with shared interests (like digital engagement, face-to-face acquisition, workplace diversity) or roles. Each SINC will have an area-expert facilitator who will oversee an online forum to share ideas and information, and explore opportunities for virtual and in-person programming and networking. Every membership includes one seat on a SINC of your choice, with more seats available for a modest fee.



Staff Contacts

Shannon McCracken, CEO

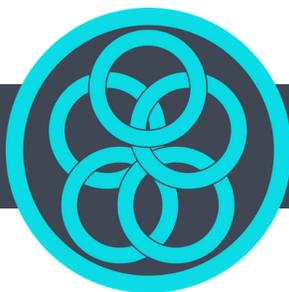
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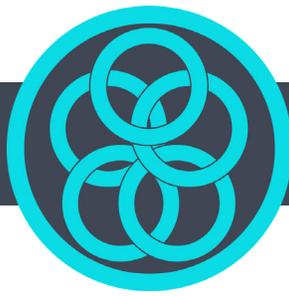


The Nonprofit Alliance Voting Rights and Dues Schedule

Level	ORGANIZATIONS/FIRMS	Voting Rights	Nonprofit	Commercial
Level 1	Gross Revenues less than \$1M (cash)	1 Vote	\$395	\$750
Level 2	More than \$1M less than \$5M	2 Votes	\$595	\$1,650
Level 3	More than \$5M less than \$10M	3 Votes	\$995	\$3,650
Level 4	More than \$10M less than \$20M	4 Votes	\$1,495	\$4,650
Level 5	More than \$20M less than \$35M	5 Votes	\$1,995	\$7,250
Level 6	More than \$35M less than \$50M	6 Votes	\$2,495	\$12,500
Level 7	More than \$50M less than \$75M	7 Votes	\$2,995	\$21,500
Level 8	More than \$75M less than \$100M	8 Votes	\$3,995	\$31,500
Level 9	More than \$100M less than \$150M	9 Votes	\$4,995	\$48,500
Level 10	More than \$150M less than \$250M	10 Votes	\$6,495	\$56,500
Level 11	More than \$250M less than \$500M	11 Votes	\$7,995	\$62,500
Level 12	More than \$500M less than \$750M	12 Votes	\$9,495	\$72,500
Level 13	More than \$750M	13 Votes	\$9,995	\$85,000

INDIVIDUAL	Voting Rights	Flat Rate
Consultant/Freelancer/Independent	1 Vote	\$250
Young Professional (under 30)	1 Vote	\$150

- Dues in Year 1 will be discounted 20% from these rates to account for TNPA's "building phase" and developing membership benefits.
- Founding Members receive six months of membership included with their Founding Member benefits.
- The primary member for each member company or organization will be responsible for casting votes as a block, at the discretion of the company or organization.



Code of Standards and Ethics

The Nonprofit Alliance (TNPA) exists to foster the development and growth of nonprofit organizations and to protect the donors, members, partners and volunteers that support them. Though our individual missions may be distinct, we believe we represent what is best about our nation and are fully committed to the highest level of ethical standards and behavior. The base of this commitment is trust that we as professionals are acting in the best interest of our people, our communities and the organizations we serve. Public goodwill and trust is critical to both our mission and our vision of a thriving nonprofit sector that has the resources and influence to meaningfully change the world for the better.

While the list of guidelines by nature will continue to evolve, the core of TNPA, a nonpartisan organization, is to maintain enduring higher values and a sense of purpose that will not be compromised. Membership requires a commitment to uplift others through the causes we champion and through our unwavering belief in the philosophy that through our work, we are all better together.

TNPA members agree as a basis of their membership to abide by and uphold this Code of Standards and Ethics and to promote awareness and adoption of these standards throughout their organization and their business relationships.

TNPA members will:

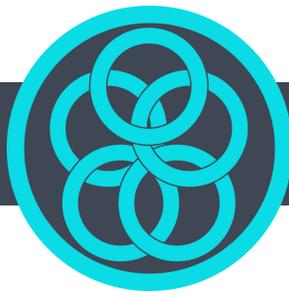
1. Conduct business in a transparent and ethical manner, including finance and operations, marketing and fundraising, human resources, delivery of mission and product, and formal and informal partnerships with other nonprofit and for-profit organizations.
2. Communicate in a collaborative and inclusive manner.
3. At all times practice and promote lawful business practices
4. Follow the spirit of this Code of Standards and Ethics and help hold fellow members accountable for actions that represent the greater nonprofit community.

MEMBER ADHERENCE TO CODE OF STANDARDS AND ETHICS:

Should an individual member or member organization be found in non-compliance with this Code of Standards and Ethics, the board may decide on a course of action appropriate to the severity of the violation(s).

MEMBERSHIP ACCEPTANCE:

The Board has the right to deny any individual or organization membership.



Membership Benefits

Although we are in our infancy as an organization, we have many exciting things happening right now, and many more planned for the future. Following is a small sampling. With our members' input, we will evolve over time to do even more. For starters ...

A Comprehensive Industry Organization – Our goal is to be an all-inclusive industry organization. A united industry voice is a stronger voice. TNPA members will enjoy a more varied educational landscape and a unique networking environment.

Active and Ongoing Legislative Support – Like most disruptive organizations, we were born out of the determination that what has worked up until now is no longer enough. We have to push beyond, get in front, and be all in. We know some of our members are ready to stand shoulder to shoulder with us to promote and protect the sector. Others simply want to know that someone else will. TNPA members represent what is best for the nonprofit community. Stand tall and please carry on with your amazing work to change the world. We've got your back.

A Robust, and Pertinent, Educational Offering – Our Educational Programming Committee is developing a full slate of educational offerings. This will include seminars, webinars, lunch programs, and conferences. As a national organization, our goal is to bring education opportunities to our members where they live and work.

Networking Opportunities – As with our educational offerings, we believe that networking, both nationally and on a more local level, is very important to share ideas, industry trends, and a general sense of pride in what we accomplish as an industry.

An Industry Resource – In time, as a member, you will be able to access a resource center of industry news and important documentation, including articles, white papers, training guides, ethics and standards documents by industry segment, a nationwide job listing, and specialized materials offered by TNPA corporate partners.

A Professional, Proactive Board and Staff – TNPA has been designed, developed, and staffed by industry professionals. You know us because we're part of your community, and when people like you said, "Someone needs to do something," we decided it was our turn to step up. The goal is to be the most comprehensive, united, and proactive voice for our industry. The TNPA board, committee chairs, and committee members came together under the realization that we urgently need one nationwide organization to champion us successfully into the future. This is for us, by us.

We don't just want members. We're looking for voices. Join us, add your voice, and be heard. **It's time.**