

massnonprofit news wednesdayreport

News and information about the nonprofit sector in Massachusetts



People who want to know what's going on in the Massachusetts nonprofit sector rely on **massnonprofit news** and its companion **Wednesday Report**, a free weekly newsletter.

We're the premier source of news on Massachusetts nonprofits, providing up-to-date information and expert advice on management, fundraising, board relations, who's who, marketing, volunteerism, and information systems and technology.

Online: Up to 2,000 pageviews/day with visitors typically visiting 1.8 pages/session.

Wednesday Report: 4,700+ opt-in subscribers with an average weekly open rate of 38% – which compares to an open rate of 21% for all nonprofits and 18% for all organizations, and a click-through rate of 39%, which compares to a click-through rate of 12% for all nonprofits and 13% for all organizations.

Online at www.massnonprofit.org

The Wednesday Report is emailed **free** to opt-in subscribers early each Wednesday morning. Subscribe at www.massnonprofit.org/subscribe.php

Readership overview:

- **Readers are affiliated with nonprofits** — 90% work for Massachusetts nonprofits as leaders, board members, program managers, staff, or volunteers. The remainder are advisors, funders, service providers, vendors, and others involved with the sector.
- **Readers are influencers** — They have a serious commitment to the sector and their opinions are valued by decision makers at nonprofits.
- **Readers are innovators** — Because figuring out how to stretch resources is second nature to them, they're always seeking products and services to help them achieve their goals.
- **Readers are discerning** — Quality, value, and reliability rank highest to them when purchasing goods and services.
- **Readers are loyal** — They return to the website time and again, and look forward to the weekly *Wednesday Report*. They give the same loyalty to their suppliers and service providers.

continued on next page

Inform. Share. Thrive.

The purpose of **massnonprofit news** is embodied in the tagline of the site: Inform. Share. Thrive.

By sharing information about the sector, nonprofits can learn how other organizations handle a wide range of issues, regardless of their focus – and thrive more fully from what they learn.

The website is inclusive, which means that large and small nonprofits are treated the same. And although most nonprofits are clustered in the greater Boston area, reflecting the population distribution of Massachusetts, news is reported on nonprofits from Provincetown to Pittsfield and everywhere else across the state.

*Until now there has been no resource—in print or online—devoted to providing up-to-date information about Massachusetts nonprofits. **massnonprofit news fills this gap.***

massnonprofit news is an independent entity and is not affiliated with any other organization.

Why massnonprofit news

The Massachusetts nonprofit sector is vital and constantly changing, but lacks cost-effective and convenient access to critical information and expert advice. Today there are about 32,000 nonprofits (charities and foundations) in the state. More than 75% have annual incomes of \$1 million or less, and 61% have annual incomes under \$250,000.

Given limited resources, nonprofits of all sizes need funding to thrive and achieve their missions. But they also need information and tools to enhance their capacity in such key areas as:

- Organizational and fundraising management
- Employee relations, compensation, and benefits
- Marketing, public relations, and promotion
- Volunteerism, constituent relations, and board relations
- Information systems and technology

massnonprofit news provides this information – succinctly, impartially, continuously.

Who it's for

massnonprofit news targets the needs of:

- Senior management and staff at nonprofits
- Directors, board members, and other advisors to nonprofits
- People seeking work at nonprofits
- Volunteers at nonprofits
- Providers of products and services to the Massachusetts nonprofit sector

News

Information posted on **massnonprofit news** originates primarily from nonprofits, funding entities, and other organizations focused on the sector. Press releases and other supplied materials are reviewed and edited before posting. In addition, a broad range of public information sources—including local and regional newspapers and the state attorney general's office—are monitored for information on Massachusetts nonprofits. The website is updated nearly every day. The **Wednesday Report** is broadcast by email shortly after 7 a.m. every Wednesday.

Expert Advice

Expert Advice articles provide informed insight and advice on a wide range of operational, tactical, and strategic issues that nonprofits face. Articles address a problem or issue shared among nonprofits and do not editorialize or advocate a political position. Expert Advice articles are written by people working in nonprofits and those working with nonprofits, such as advisors, consultants, or suppliers.

Contact

Advertising: Peter Lowy – Email: peter@massnonprofit.org Tel: 617-734-9980

Editorial: Email to editor@massnonprofit.org