



# Amplify Your Impact with CNM



CORPORATE ENGAGEMENT PROGRAM



“CNM is a vital resource for our city and the hub of our nonprofit community. Nonprofit agencies are strengthened by the many professional development resources and expert consulting advice they provide.”

Ralph Schulz,

President and CEO of the Nashville Area Chamber of Commerce



**CNM**  
Center for Nonprofit  
Management

# Nashville MSA's Nonprofit Sector

✔ plays a major role in the local economy

✔ is a key driver in volunteerism and civic participation in community affairs\*

**1,800**  
nonprofit organizations call middle Tennessee home

**1 in 3**  
individuals over 16 years of age have volunteered for a local nonprofit

**1 in 7**  
workers are employed by a nonprofit

**Nearly \$10 billion**  
annual revenue generated by Nashville MSA nonprofit organizations

The hub of the nonprofit sector in Middle Tennessee, CNM jumpstarts the work of our 850 member agencies, helping each to build capacity for their missions.

## Our Vision

A connected community equipped to realize our greatest opportunities.

## Our Mission

We amplify the impact of nonprofits and their partners.

› Consulting

› Catalysts

› Workshops

› Education

› Events



CNM Fundraising Certificate

“I really liked the structure of the course. We were able to build on theories, get exposed to new ideas and strategies, and create practical plans that were specific to our organizations.”

Alison Gower, Executive Director of Beersheba Springs Medical Clinic

\*from MTSU Business and Economic Research Center study, 2013

## Sharing your story.

Generous business partners add tremendous value to CNM's program offerings to benefit our 800+ member organizations. We take pride in sharing your commitment to community through engaging storytelling, reaching our diverse audience of leaders in the nonprofit, business and government sectors.



## Event Sponsorships

### Salute to Excellence \$2,500 - \$35,000

*Salute to Excellence* brings together 1,200 leaders in the nonprofit, business and government sectors for a special evening of celebration. As the nation's largest nonprofits award ceremony, the event celebrates the hard work and outstanding achievements of 39 finalist organizations in 13 categories. Recipient organizations take home financial rewards totaling \$260,000.

HEROES OF EXCELLENCE: \$35,000

SOCIETY OF EXCELLENCE: \$15,000

CIRCLE OF EXCELLENCE: \$10,000

CHAMPIONS OF EXCELLENCE: \$5,000

PROMOTERS OF EXCELLENCE: \$2,500

“Winning a Salute to Excellence Award was a huge goal for us at Gilda’s Club Middle Tennessee! It lifted our sights and opened the door to new audiences for our free cancer support program.”

Hayley Levy, Director of Development  
for Gilda’s Club of Middle Tennessee



### CEO Conversations Series \$10,000

Sponsor gatherings of leaders in the nonprofit industry that explore pertinent topics such as: financial health, equity and inclusion, culture and employee care, etc. Share content and make connections with thought leaders of Nashville's nonprofit community. CEO Conversations sponsorship is limited to three industry-exclusive partners, annually.

### Young Professionals Network Series \$10,000

Sponsor gatherings of CNM's Young Professionals Network, a community of emerging leaders from different sectors who engage in intentional conversations about issues relating to the nonprofit sector. A mixture of professional development sessions and social outings offer an opportunity to network with peers, learn about nonprofit trends, and develop a voice for their generation as civically-minded individuals. Young Professionals Network sponsorship is limited to three industry-exclusive partners, annually.



# Program Sponsorships

## **Amplify Partner** \$50,000

The Amplify Partner stands shoulder to shoulder with CNM's staff, board and partners to support all functions of our mission. Share your stories of leadership and generosity with our diverse audience of community stakeholders through a wide range of co-created messaging across CNM's communications channels. Connect with more than 800 member organizations and their estimated 10,000 staff, promoting positive brand awareness around your products and services. Amplify Partner sponsorship is limited to one funder, annually.

## **Nonprofit Education Partner**

\$25,000

Join forces with CNM's staff and facilitators to educate and empower nonprofit leaders through CNM's 100+ annual education classes, workshops, and certificate programs. Your sponsorship is recognized through a wide range of exposure benefits related to CNM's onsite and digital education offerings. Champion the professional development of regional nonprofit organizations and their staff, building stronger and more stable foundations for the causes they support. Nonprofit Education Partner sponsorship is limited to two industry-exclusive funders, annually.

## **Workforce Development Partner**

\$20,000

Workforce Development Partners sponsor CNM's online job board – the number one employment resource for nonprofit organizations and job seekers. Promote your brand to 54,000 monthly visitors through job-page ads, live-link logo placement, e-newsletters, social media and more. Support strategic goals focused on developing a diverse workforce pipeline, executive coaching and succession planning, and leadership placement. Workforce Development Partner sponsorship is limited to three industry-exclusive funders, annually.

## **Consulting Partner**

\$15,000

CNM's consulting program elevates nonprofits to the next level through more than 135 annual consulting projects and cohort-style catalysts. Your support fosters organizational growth, helping nonprofits apply structure and strategies to increase their impact. Catalysts are hybrids of education and consulting: The Innovation Catalyst helps nonprofits establish diversified revenue streams; the Governance Catalyst guides executive directors and board chairs through enhanced techniques in communication and problem-solving. The goal is to strengthen the sustainability of our regional nonprofit organizations. Consulting Partner sponsorship is limited to two industry-exclusive funders, annually.

## **Preferred Vendor Status**

INVESTMENT VARIES BASED ON THE SPECIAL OFFERS OR BENEFITS PROVIDED TO CNM MEMBERS.

Preferred Vendors are business partners that provide special offers to CNM's 850 members and their estimated 10,000+ employees. Help expand the missions of regional nonprofits through your products or services. Connect with our audience through onsite events and marketing communications, reaching diverse community stakeholders while promoting positive brand awareness for your company.



# Employee Education

## OnBoard Training

INVESTMENT VARIES BASED ON YOUR GOALS AND GROUP SIZE

Board membership is an excellent way to build relationships and promote your brand while increasing impact in the nonprofit community.

This customizable certificate program promotes best practices to help employees make the most of board membership, with a focus on positive exposure for your company. CNM will work with key stakeholders to tailor the training to meet your goals and needs, including course content.



HCA employees Charles Avent (Rockettown board member) and Amanda Lowe (Neighborhood Health board member) share their experiences during a 2019 OnBoard session.

**“An investment in CNM is an investment in the success of all nonprofits.”**

Pete Bird, President and CEO of the Frist Foundation



## Board of Directors

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## CNM Funders

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Bone McAllester Norton

Cat Financial

Chazin & Company

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The HCA Foundation

HCA Healthcare/TriStar Health

The Healing Trust

Ingram Industries

Insperty

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