



INVESTING IN THE SAFETY AND WELL-BEING OF CHILDREN, YOUTH AND FAMILIES

Children's League of Massachusetts
Sponsored Resource Opportunity

ABOUT CHILDREN'S LEAGUE OF MASSACHUSETTS

Ensuring the safety and well-being of the Commonwealth's most vulnerable children, we are:

- An advocate that keeps focus on the needs of the children, youth and their families
- A forum for the exchange of information and ideas among members, state agencies, legislators, and other stakeholders
- A powerful driver of collective action

OUR REACH

55+ member organizations

- Representing over \$1.5 billion in total organizational revenue
- Serving 175,000+ children, youth, and families
- Staffing 15,000+ employees

Social media reach is rapidly growing

- Over 2,800 social media followers across Facebook, Twitter, Instagram, and LinkedIn
- Over 12,500 total social media impressions in January 2022
 - 58% growth in Twitter impressions since Sept. 2021
 - 127% growth in Twitter profile visits since Sept. 2021

Email engagement is high

- Member's Only newsletter and bulletins - open rate is 10% higher than industry average
- 1,500 Friends of the League subscribers (quarterly newsletter) - click rate is double that of industry average

SPONSOR VISIBILITY

- Listed on CLM Sponsored Resources page on website, to include link to the business
- Opportunity to share a promotion and/or advertise a good or service two times per fiscal year in the CLM Member Newsletter
- Dedicated social media recognition (twice/year)
- Added to CLM Friends of the League Newsletter mailing list

SPONSOR RATES

** Sponsorship fiscal year is July 1 - June 30*

Annual sponsorship rate:

- Nonprofit organizations: \$1,000
- For-profit companies: \$2,500

GET INVOLVED

Contact Rachel Gwaltney with questions at
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Contact Shayna Parker to get started at
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