



# Advertise With CharityVillage

*It's Time To Stand Out!*

The nonprofit community is a major economic force.  
In Canada, it is estimated that the sector spends **\$86 billion each year!**

CharityVillage® offers you several ways to reach this audience.



## Our Audience and Reach

- ✓ Reach Our **125,000+** Unique Monthly Website Visitors
- ✓ Over **120,000+** Weekly Newsletter Subscribers and Growing
- ✓ Target **1,000's** of Professionals in the Nonprofit & Charitable Sectors



## Our Advertising Services

### Website Advertising

Leaderboard and block ad elements are available to suitable advertisers that include the most popular pages at CharityVillage®. We've designed a high-value, cost-effective program based on the current research on leaderboard and block ad effectiveness.

### eNewsletter

Village Vibes is a weekly eNewsletter that has developed a loyal audience of more than 120,000 of our most enthusiastic and engaged community members. You can focus your message on these movers and shakers with short ads in Vibes.

**AND LOTS MORE!**

[Contact our Digital Advertising Account Manager to Learn More](#)



[hannah@charityvillage.com](mailto:hannah@charityvillage.com)



# Website Advertising

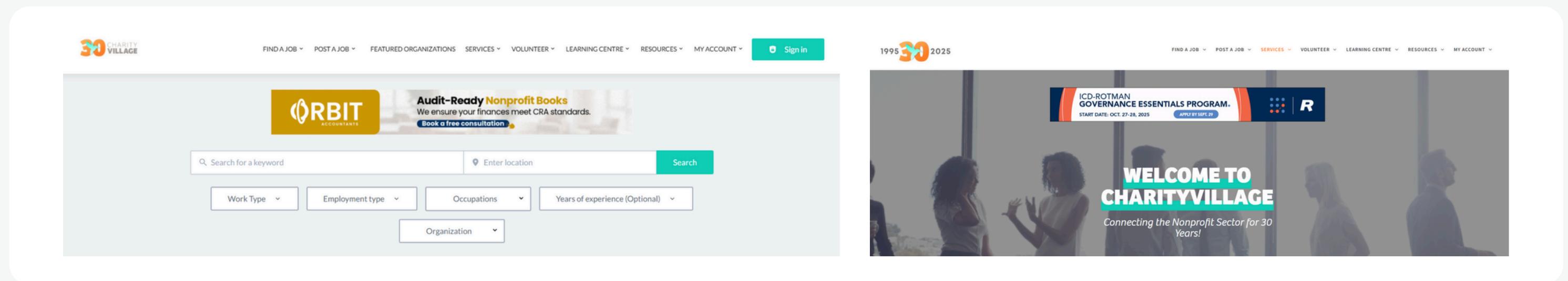
These ad placements give your company the attention it deserves in front of your target audience. Reach thousands of Canadian Charities and Nonprofits.

## Leaderboard Ad

Leaderboard and block ad elements are available to suitable advertisers that include the most popular pages at CharityVillage®. We've designed a high-value, cost-effective program based on the current research on leaderboard and block ad effectiveness. All ad elements are run-of-site and have a guaranteed 10% share-of-voice with all suitable advertisers.

**Specifications:**  
728 x 90px & 320 x 50px

**File formats:**  
PNG, animated GIF





# Website Advertising

These ad placements give your company the attention it deserves in front of your target audience. Reach thousands of Canadian Charities and Nonprofits.

## Block Ad

This campaign element consists of one large format block advertisement at the top (or bottom) of the home page and within interior pages of the site. All ad elements are run-of-site and have a guaranteed 10% share-of-voice with all suitable advertisers.

**Specifications:**  
300 x 250px

**File formats:**  
PNG, animated GIF

strike derailed months of work.

What happened next was something of a natural experiment: without mail, would donors simply move online? Would digital pick up the slack? Or would revenue vanish altogether? The 2025 Direct Mail Benchmarks report has the answers. And the numbers tell a powerful story about just how essential mail still is to Canadian fundraising.

**When the mail went quiet**

When we published 2024's Benchmarks report (encompassing the results of fundraising in 2023), we were looking at the "new normal" for direct mail fundraising. It was stability after the wild swings of the pandemic and post-pandemic years. But 2024 turned out to be a "great upheaval".

When the strike hit, 33% of participating Benchmarks organizations cancelled at least one house mailing, while 97% of participants delayed at least one house mailing. The impact was swift and severe. For those charities, we estimate lost revenue to be around \$2.5 million. Extrapolated across the sector, the picture is

**keelo**  
Boost Donations With Proven Psychology  
Download The Free Guide

**CHARITY VILLAGE**  
PROPOSAL WRITING COURSE  
REGISTER NOW

Celebrate **NATIONAL PHILANTHROPY DAY** with AFP Golden Horseshoe  
GET TICKETS!  
Thursday, November 13, 2025  
12:00 PM - 2:00 PM  
LPGA Station  
360 Avenue St. N, Hamilton

**ORBIT**  
Trusted by Canadian Nonprofits  
Book a free consultation

ABOUT CHARITYVILLAGE\* | PRIVACY POLICY | TERMS & CONDITIONS | CONTACT US | SUBSCRIBE | SIGN IN

© 2025 CharityVillage



# Website Advertising Campaign Options

	12 MONTHS	6 MONTHS	3 MONTHS
LEADERBOARD AD	\$8,500	\$5,500	\$3,500
BLOCK AD	\$6,000	\$4,000	\$3,000
LEADERBOARD + BLOCK AD COMBO	\$11,000	\$7,000	\$5,000



# Webinars

CharityVillage® offers free, monthly webinars to nonprofit and charity leaders, staff, and volunteers focused on a variety of topics of interest to professionals working in the Canadian nonprofit sector. We invite subject matter experts to co-host webinar sessions and receive brand exposure through the active promotions of the webinar and facilitation of the session.

## Webinar Package

Webinars are 60 minutes in length. All webinars are recorded and kept live on the CharityVillage site and YouTube channel. The recordings are sent to registrants who could not attend the live session. CharityVillage webinars generate a range of 1,000 to 3,000 registrants, all reliant on the subject matter. The live attendance rate is 25-30% of the total number of registrants - higher levels are generated with subject-matter resonating with a broader audience. Below is a list of what is included within a webinar package, which is very fulsome.

- ✓ **Dedicated Landing Page** to promote the session, with the option of branded graphics.
- ✓ **Dedicated Eblast** to the CharityVillage webinar subscription list of more than 100,000 active subscribers.
- ✓ **Featured Article** distributed in Village Vibes and on **Social Media**.
- ✓ Registration page is promoted throughout the promotional period in **Village Vibes, Webinar Round Up Eblasts**, and on social media.
- ✓ Advertisers receive a **Lead List** comprised of attendees who have expressed interest in being contacted by the presenter.

### TESTIMONIAL

"I've recently had the pleasure of working with Marina and Mercedes from the CharityVillage webinar team on a big presentation. It is such a joy to collaborate with professionals who know how to take the stress out of the operations of delivering a webinar to a large audience. From the setup to the technical checkout, and the introductions to managing the curation of the questions in the QA segment, there is really nothing more they could have done. As a speaker, I felt very well taken care of and empowered to deliver my best work!"

**Daryl Hatton,**  
Founder & CEO of FundRazr

**\$9,000 per webinar package**



# Advertiser Eblasts

CharityVillage® offers advertisers the opportunity to promote dedicated eblasts to our Partner list of **over 120,000 active subscribers averaging 20-30% open rates.** Eblasts can range from new research reports for the sector to upcoming conferences that may be of interest to nonprofit professionals.

**NEW REPORT**

**Canada Giving Focus**  
Access insights impacting nonprofits like yours.

blackbaud

Download now

### Inspiration to Boost Fundraising in 2023

Looking for a comprehensive view of the state of the Canadian nonprofit and charity sector? Check out the release of Blackbaud's new [Canada Giving Focus Report](#).

With this latest publication, you will gain access to income trends, consumer-led fundraising insights and challenges across the sector, plus a deep-dive into Canadian behaviour.

#### Download your copy to access:

- A Foreword with an overview of the fundraising landscape by Brady Carballo-Hambleton, Senior Vice President, Ontario & Nunavut, Heart & Stroke Foundat
- Nonprofit benchmarks from the Status of Canadian Fundraising Report
- Preferences of Canadian donors from the Donor Behaviour Insights Report
- Actions your organization can take to expand your plan for fundraisers in 2023

## THE FUNDAMENTALS OF EMAIL MARKETING FOR NONPROFITS

keela

**Email Marketing 101: The Fundamentals of Email Marketing for Nonprofits**

Webinar presented by:  
**The Keela Team**

#### About this article

Written By: CharityVillage  
November 17, 2022

More about: [Fundraising](#), [Individual Giving](#), [Major gifts](#), [Marketing](#), [Marketing & Communications](#), [Newsletters](#), [Online Giving](#), [Webinar Recordings](#)



Original Broadcast Date: November 17, 2022.

**Summary:** Email marketing is an important communication channel for nonprofits. Whether you're sending newsletters or fundraising appeals, you can personalize your messages and connect with donors via emails better than you can with traditional advertising. But, how can you optimize your email campaigns?



**\$6,100 per eblast**

Contact our Digital Advertising Account Manager to Learn More



[hannah@charityvillage.com](mailto:hannah@charityvillage.com)



A

**CharityVillage Job Seeker Portal**  
VISIT NOW

B

**Village Vibes**  
CharityVillage's Weekly Round-Up of Nonprofit News and HR Resources

**ALL ABOUT BOARDS**  
*Advanced 2025*  
Strategic Governance for Complex Times and Purpose-Driven Boards  
November 26 - December 10, 2025  
9:30 AM - 12:00 PM

**FIND YOUR NEXT JOB ON CHARITYVILLAGE:**  
Browse hundreds of job listings on [CharityVillage](#)

- [Executive Director](#)
- [Communications](#)
- [Finance](#)
- [Research](#)
- [Marketing](#)
- [Social Work](#)
- [Volunteer](#)
- [Healthcare](#)
- [Education](#)
- [Remote Jobs](#)
- [Salary Data](#)

**CHARITY VILLAGE**

[FIND JOBS ON CHARITYVILLAGE.COM](#)

B

**The Latest Canadian Nonprofit Jobs Sent Straight To Your Inbox**  
**SIGN UP FOR FREE**

**New Podcast**  
THE 2025 GIVING REPORT: DISRUPTION AND THE DIGITAL SHIFT OF CANADIAN DONORS

**The 2025 Giving Report: Disruption and the Digital Shift of Canadian Donors**

In this episode of CharityVillage Connects, we take a close look at the insights revealed in the 2025 CanadaHelps Giving Report about the landscape of charitable giving in Canada, and what these insights mean for your nonprofit or charity. Joined by sector leaders, we examine donor trends, shifting patterns of giving, and the broader implications for fundraising in today's uncertain economic climate. [LISTEN NOW.](#)

**Plan a high-impact GivingTuesday like an e-commerce pro**

Every November, e-commerce brands pour time and budget into Black Friday and Cyber Monday — not just for a quick revenue boost, but to acquire new customers, test messaging, and scale into year-end. GivingTuesday is the nonprofit sector's equivalent — a peak opportunity to engage, convert, and build momentum. In Canada, where economic pressure is real and donor numbers are down, using GivingTuesday as a one-off day is a missed opportunity. Instead, treat it as the launchpad to your most critical fundraising season. Check out this article by Raisely to learn more. [READ MORE.](#)

# eNewsletter Advertising

Over 120,000 CharityVillage members subscribe to **Village Vibes** to stay up-to-date on the latest industry news and events. With its average 20-30% open rate, Village Vibes associates your brand with relevant content and puts your message in front of nonprofit professionals each week.

**We offer a 13 Consecutive Week Ad Placement in our Village Vibes eNewsletter**

\*Please note that advertising rates & availability are subject to change at any given time, without warning.

**OPTION A - LEADERBOARD**

**Image Dimensions:** 728 x 90px  
**File formats:** PNG, animated GIF  
**Maximum file size:** 40 KB  
**Resolution:** 72 DPI

**\$5,700**

**OPTION B - LOWER LEADERBOARD**

**Image Dimensions:** 728 x 90px  
**File formats:** PNG, animated GIF  
**Maximum file size:** 40 KB  
**Resolution:** 72 DPI

**\$4,100**



# eNewsletter Advertising Continued

**We offer a 13 Consecutive Week Ad Placement in our Village Vibes eNewsletter**

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C

PRODUCT SHOWCASE



**Cracking the Donor Code**

Discover what truly motivates donors. Keela's free Donor Psychology Guide reveals the latest research and proven tactics to help you connect deeply, inspire action, and boost fundraising results. Equip your nonprofit with the insights to fundraise smarter and build lasting donor relationships. [Download the free guide!](#)

D

Why Canada Needs a Common Grant Application



**Why Canada needs a common grant application**

WellFunded and Canada's Common Grant were created to unite DAFs, foundations, individuals, and charities around one shared standard for major giving. Standardization is key, not to replace relationships, but to reduce noise. To remove the unnecessary hurdles. To bring clarity, trust, and equity into a space that desperately needs all three. Check out this article by Jeff Golby, CEO and Co-Founder of WellFunded.io, to learn more. [READ MORE.](#)

"Starting my career in Social Services felt overwhelming at first—there were so many job boards, postings, and requirements to navigate. But CharityVillage made the process so much easier. Instead of spending countless hours searching, I found everything I needed in one place."  RYAN 



**Volunteer Futures 2025 registration open now!**

Volunteer Futures is back! Feedback from our last symposium saw a marked interest in a one-day event filled with practical workshops. We are pleased to announce that Volunteer Futures 2025 was designed with this in mind! Join us on October 2<sup>nd</sup>, as we bring you a day-long conference filled with engaging sessions, hands-on workshops, and plenty of networking opportunities. [LEARN MORE.](#)

**NONPROFIT NEWS**

Our News section rounds up the best of the past week's Canadian nonprofit sector news and announcements.

- [New research shows over a quarter of professionals plan to look for a new job in the second half of the year](#)
- [CERIC announces the next call for project proposals with a deadline of September 2, 2025](#)
- [From blueprint to reality: Execute effective AI governance in a volatile landscape](#)
- [Applications are now open for the Canadian Society of Association Executives Awards and Recognition Program](#)
- [Registered charities can now file their T3010 information return digitally using CRA-certified software](#)
- [New report dives into research on the reported and expected impact of having children on careers](#)

Stay up to date on nonprofit sector news - [click here](#) to browse all our news articles.

**FIND YOUR NEXT JOB ON CHARITYVILLAGE:**  
Browse hundreds of job listings on [CharityVillage](#)

- [Toronto](#)
- [Montreal](#)
- [Vancouver](#)
- [Edmonton](#)
- [Ottawa](#)
- [Regina](#)
- [Winnipeg](#)
- [Whitehorse](#)
- [Yellowknife](#)
- [Victoria](#)
- [Halifax](#)
- [St. John's](#)
- [Charlottetown](#)
- [Fredericton](#)
- [Quebec City](#)
- [Greater Montreal Area](#)



**OPTION C - PRODUCT SHOWCASE**

**Image Dimensions:** 275 x 175px  
**File formats:** PNG, GIF  
**Maximum file size:** 40 KB  
**Resolution:** 72 DPI  
**5 Word Headline, 50 Words of Text**

\*This ad may incorporate more than one URL

**\$6,100**

**OPTION D - NEWSLETTER FEATURED ARTICLE (ONE WEEK)**

This will link to an article published on the organization's behalf on the CharityVillage website.

**Article:** 750-1000 words maximum of value-added content that provides resources and transfers knowledge for our audience (non sales-related).

**\$850**



# eNewsletter Advertising Continued

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Boost Donations With Proven Psychology  
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RYAN



E



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- [Edmonton](#)
- [Ottawa](#)
- [Regina](#)
- [Winnipeg](#)
- [Whitehorse](#)
- [Yellowknife](#)
- [Victoria](#)
- [Halifax](#)
- [St. John's](#)
- [Charlottetown](#)
- [Fredericton](#)
- [Quebec City](#)
- [Greater Montreal Area](#)



## OPTION E - NEWSLETTER FEATURED SPOT (ONE WEEK)

5 Word Headline, 50 Words of Text

Link to advertiser's website

Image Dimensions: 300 x 250px & 1080 x 1080px

File formats: PNG, GIF

Maximum file size: 40 KB

Resolution: 72 DPI

This feature will also be shared on social media in the form of a post.

**\$850**

## OPTION F - TWO ARTICLE PACKAGE + PRODUCT DEMO

**Articles:** 750-1000 words maximum of value-added content that provides resources and transfers knowledge for our audience (referring to the topic covered in the Product Demo).

**Product Demo:** 30 minute product demo to showcase the product or service. Opportunity for Q&A. A lead list of all opted-in registrants will be shared with the organization.

**\$6,500**



# Podcast Advertising

The CharityVillage podcast is an opportunity to discuss important ideas and trends impacting the Canadian nonprofit sector. Hosted by CharityVillage President and former CBC journalist Mary Barroll, our podcast covers hot-button issues of importance to Canada's nonprofit sector and the professionals who work within it. Each episode features interviews with subject matter experts to provide a holistic discussion of the complex issues facing the nonprofit sector today.

## Podcast Episode Partnership Package

Includes:

- ✓ 20 second advertisement within episode, read by our podcast host or co-host (opening)
- ✓ Thank you message from host (closing)
- ✓ Your company name recognized in the episode and show notes, with the inclusion of your chosen website links
- ✓ Distribution across all available podcast platforms, including hundreds of third-party apps
- ✓ Recognition as podcast Episode Sponsor in weekly newsletter episode promotions
- ✓ Inclusion on the CharityVillage podcast website
- ✓ Inclusion in all social media channel episode promotions

The graphic is a promotional card for a podcast episode. At the top left is the 'CHARITYVILLAGE CONNECTS' logo. The main title is 'SAFEGUARDING EQUITY: HOW TRUMP'S DEI ROLLBACKS ARE IMPACTING CANADIAN NONPROFITS'. Below the title, it lists the sponsor 'WUSC+EUMC' and the host 'Mary Barroll, President CharityVillage'. A central orange-bordered box contains the sponsor and host information. To the right, under the heading 'FEATURING:', are five guest portraits with their names and titles: Mark Blumberg (Owner, Blumbergs Professional Corporation), Dr. Wendy Cukier (Founder and Academic Director, Diversity Institute), Dean Delpeache (Diversity & Inclusion Consultant, Strasity), Mante Molepo (Founder & CEO, Mante Molepo Consulting), and Jade Pichette (Director of Programs, Pride at Work Canada). At the bottom, it says 'Available on:' followed by icons for Spotify, Apple Podcasts, and Amazon Music.



# Podcast Episode Sponsorship & Podcast Guest Spot Package

Includes:

- ✓ 20 second advertisement within episode, read by our podcast host or co-host (opening)
- ✓ Podcast guest speaking opportunity
- ✓ Thank you message from host (closing)
- ✓ Your company name recognized in the episode and show notes, with the inclusion of your chosen website links
- ✓ Distribution across all available podcast platforms, including hundreds of third-party apps
- ✓ Recognition as podcast Episode Sponsor in weekly newsletter episode promotions
- ✓ Inclusion on the CharityVillage podcast website
- ✓ Inclusion in all social media channel episode promotions



CharityVillage Connects: Full Interview with Mante Molepo





# Exclusive Series Sponsorship

Includes:

- ✓ 2 x's 30 second advertisements within all 12 series podcast episodes, narrated by our podcast host or co-host (opening and closing)
- ✓ 1 ad space in our weekly newsletter (over 120,000 subscribers)
- ✓ 1 Featured Infotorial in our weekly newsletter
- ✓ Your company name recognized in all episodes and show notes, with the inclusion of your chosen website links
- ✓ Distribution across all available podcast platforms, including hundreds of third-party apps
- ✓ Recognition as podcast Series Sponsor in all weekly newsletter podcast promotions
- ✓ Inclusion on the CharityVillage podcast website
- ✓ Inclusion in all social media channel podcast promotions



## [The 2025 Giving Report: Disruption and the Digital Shift of Canadian Donors](#)

In this episode of CharityVillage Connects, we take a close look at the insights revealed in the 2025 CanadaHelps Giving Report about the landscape of charitable giving in Canada, and what these insights mean for your nonprofit or charity. Joined by sector leaders, we examine donor trends, shifting patterns of giving, and the broader implications for fundraising in today's uncertain economic climate. [LISTEN NOW.](#)

*This episode of CharityVillage Connects is brought to you by the WUSC. For more than 50 years, WUSC has been working alongside communities around the world to catalyze positive education and economic outcomes for young people. Now, Canadians have the chance to join us by volunteering internationally. As a WUSC volunteer, you'll collaborate with local organizations, share your experience, and help co-create initiatives that expand opportunities for young people. For more information about how you can use your expertise to improve economic opportunities for young people, [visit volunteer.wusc.ca](https://volunteer.wusc.ca).*

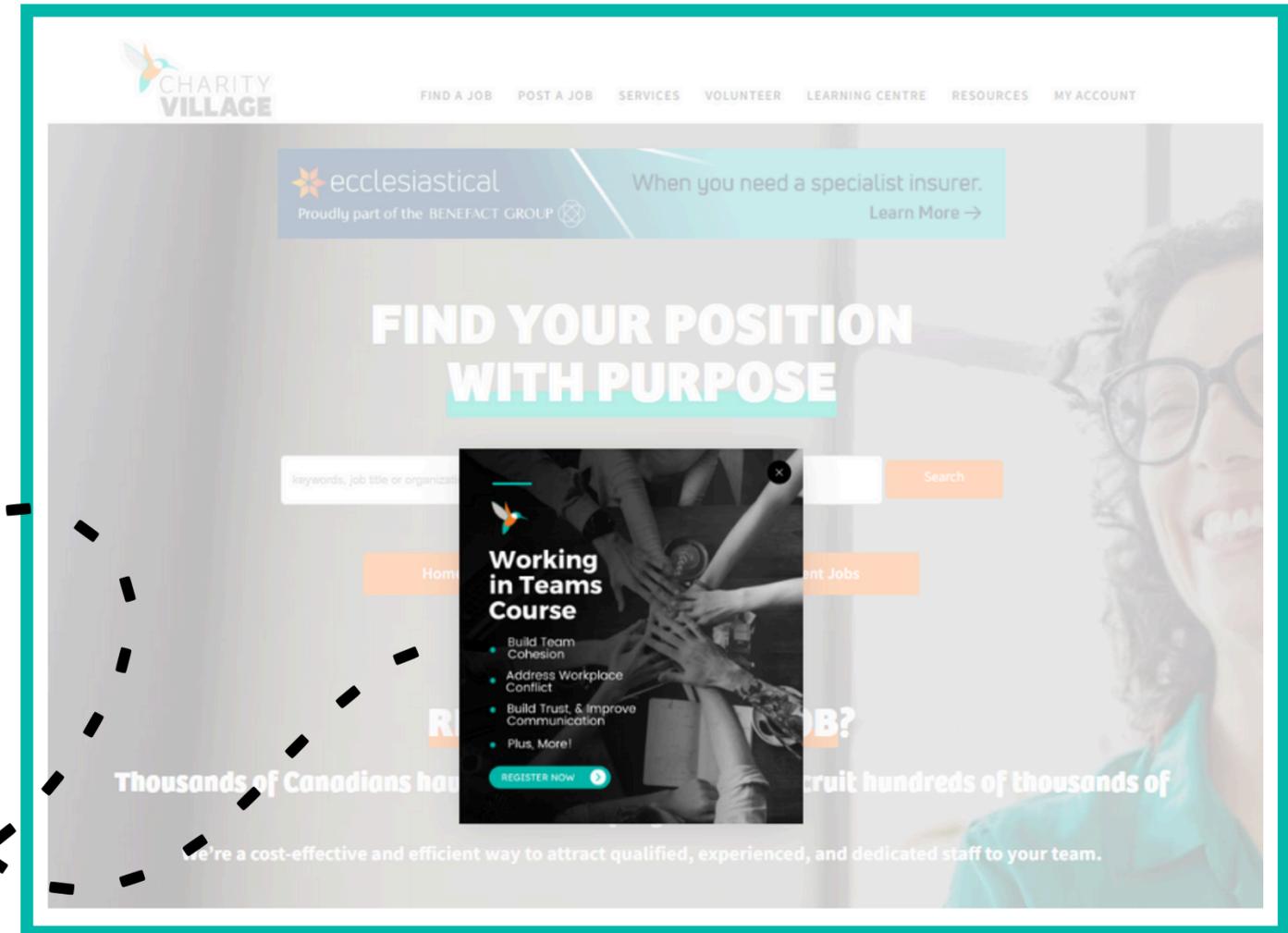
Please contact [hannah@charityvillage.com](mailto:hannah@charityvillage.com) for additional podcast advertising options





# Website Pop-Up Advertising

CharityVillage® is pleased to offer the opportunity for advertisers to prominently display their ad in a primary spot on our website – the **Pop-Up!** Your ad will be front and centre for all users visiting the website on a daily basis. You will have the opportunity to promote your organization to our **125,000+ monthly website visitors** and drive traffic directly to your website.



**\$9,000 for 1 week Pop-Up**



**CharityVillage is dedicated to working with your brand to design a customized advertising campaign.**

**Contact Us!**

**Advertising Account Manager, Hannah Burry.**



**[hannah@charityvillage.com](mailto:hannah@charityvillage.com)**