

TechBridge Nonprofit Exchange

Overview

Description: The TechBridge Nonprofit Exchange is a crowdfunding website that enables nonprofits to fund technology projects that will increase their capacity to serve their respective communities.

Nonprofits use the website to launch campaigns for IT projects and engage with existing donors and corporate sponsors, and connect with new ones through the platform's built-in social sharing features.

TechBridge, a 501(c) (3) nonprofit organization, provides due diligence for all projects before they are added to the website and serves as a marketing partner supporting nonprofits in promoting their campaigns. TechBridge provides project management and implementation services for projects that have been funded through the website to see them to completion.

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- Nonprofits' Benefits:**
1. **New funding source.** Nonprofit organizations recognize the importance of technology to service delivery but lack the funding to implement needed IT projects. The TechBridge Nonprofit Exchange is a new mechanism for raising funds for these IT projects.
 2. **Marketing toolkit.** TechBridge provides a marketing guide to promoting crowdfunding campaigns that includes a master calendar and templates for press releases, emails and social media posts.
 3. **Increased awareness.** Throughout the course of the crowdfunding campaign, nonprofits have the opportunity to engage current individual supporters and their friends as well as potential corporate sponsors. This has the benefit of growing the number of donors, volunteers and sponsors. The campaign effectively doubles as a marketing activity.
 4. **Press coverage.** Media coverage during the campaign will raise the nonprofit's profile; creating awareness among those previously unaware of the nonprofit's existence but who are otherwise supportive of the organization's mission. This could lead to additional donations of time and funds after the campaign comes to a close.

**Funders' Benefits
[Individuals]:**

1. **Community impact.** Funders can make a significant impact on their community by funding a nonprofit's campaign on the TechBridge Nonprofit Exchange. The technology projects featured on the exchange are geared toward increasing nonprofits' capacity to serve their clients.
2. **Post-campaign updates.** For successfully funded campaigns, funders receive project updates throughout the implementation period and are notified when a project is completed.
3. **Realistic project scope and goals.** Prior to campaign launch, *due diligence* for all projects on the TechBridge Nonprofit Exchange is conducted by TechBridge, a nonprofit that has served as the trusted technology guide to other nonprofits since 2000.
4. **Guaranteed completion.** TechBridge provides *project management* and *implementation expertise* for all projects that are successfully funded via the website.
5. **Peace of mind.** Funders' credit cards are charged only when funding goals are met at the end of the campaign.

**Funders' Benefits
[Corporate Sponsors]**

In addition to the benefits enjoyed by individual funders, corporate sponsors receive the benefits below.

1. **Stronger relationships.** Corporate sponsors benefit from the momentum and excitement generated by the campaign thereby *strengthening their brand reputation* among peers, the nonprofit and the greater TechBridge community.
2. **Employee engagement.** Each campaign offers a Platinum Level sponsorship where one corporate sponsor may contribute funds *and* volunteers to the project. In addition to the community goodwill, the Platinum Level sponsor also benefits from higher employee engagement afforded by the skills-based volunteer opportunities. Employee engagement is a key differentiator in attracting and retaining top talent.

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