



# Donor Packet

## ABOUT US

### **Our Mission**

Our mission is to engage young professionals in the Urban League Movement toward social and economic empowerment.

### **Our History**

The Northern Virginia Urban League Young Professionals Network (NVULYPN) is an auxiliary organization of the Northern Virginia Urban League. NVULYPN was founded in 1999 as a way to identify and develop future leaders of the community. Through a variety of programs and community service initiatives, NVULYPN supports the mission of the Northern Virginia Urban League and fosters young professional development, social consciousness and civic involvement.

### **Our Guiding Principles**

In support of our affiliate, NVULYPN beliefs and program priorities align with the National Urban League's ([www.nul.org](http://www.nul.org)) four-point empowerment agenda:

## Education

- "Every American child is ready for college, work and life."

## Housing

- "Every American lives in safe, decent, affordable and energy efficient housing on fair terms."

## Health

- "Every American has access to quality and affordable health care solutions."

## Jobs

- "Every American has access to jobs with a living wage and good benefits."

## WHY DONATE TO NVULYPN?

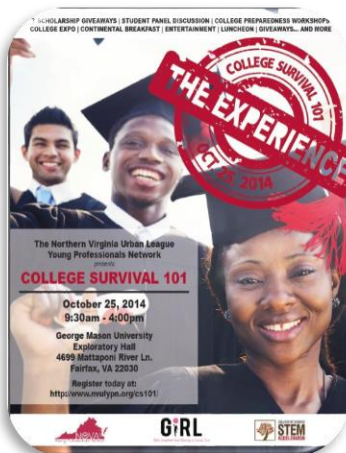
Your tax deductible donation goes further with NVULYPN. From equipping youth with the tools and knowledge to successfully navigate college to partnering with other local community based organizations to meet the many needs of families, NVULYPN has been connecting young professionals with Northern Virginia to make long term positive contributions for 16 years.

16 years of donor support has produced...



**20,000+ hours**  
*of volunteer service to our community*

*Partnerships with more than*  
**25 Organizations**  
*to meet the needs of youth and families*



*NVULYPN has provided*  
**10+ Scholarships**  
*to underserved high school students*

Learn More: [www.NVULYPN.org](http://www.NVULYPN.org)

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## CULTIVATING TODAY'S YOUNG PROFESSIONALS FOR TOMORROW'S CHALLENGES

The secret to the impact of NVULYPN is its membership. Young professionals ages 21 – 40 come from all walks of life to serve together and grow closer to Northern Virginia.

Many members of NVULYPN stay in Northern Virginia long term and continue their contributions through leadership positions in the public and private sector. This empowers NVULYPN to pay it forward for the growing number of young professionals seeking to make long term contributions to our community.

- NVULYPN has been recognized nationally as a recipient of the Urban League's National Day of Empowerment Award and Eastern Region Chapter of the year in 2014 and 2015
- Our membership leads beyond NVULYPN, members are also a part of programs like Leadership Arlington's Young Professionals Program and Women's Campaign School at Yale University
- Many founders and current members of NVULYPN lead organizations as elected officials, senior executives, mid and high level public administrators and small business owners
- NVULYPN has been locally recognized by the City of Alexandria Council Members for its efforts to give back to the local community
- Our reach exceeds 4,000 people thorough our digital communications channels

### One Members Story...

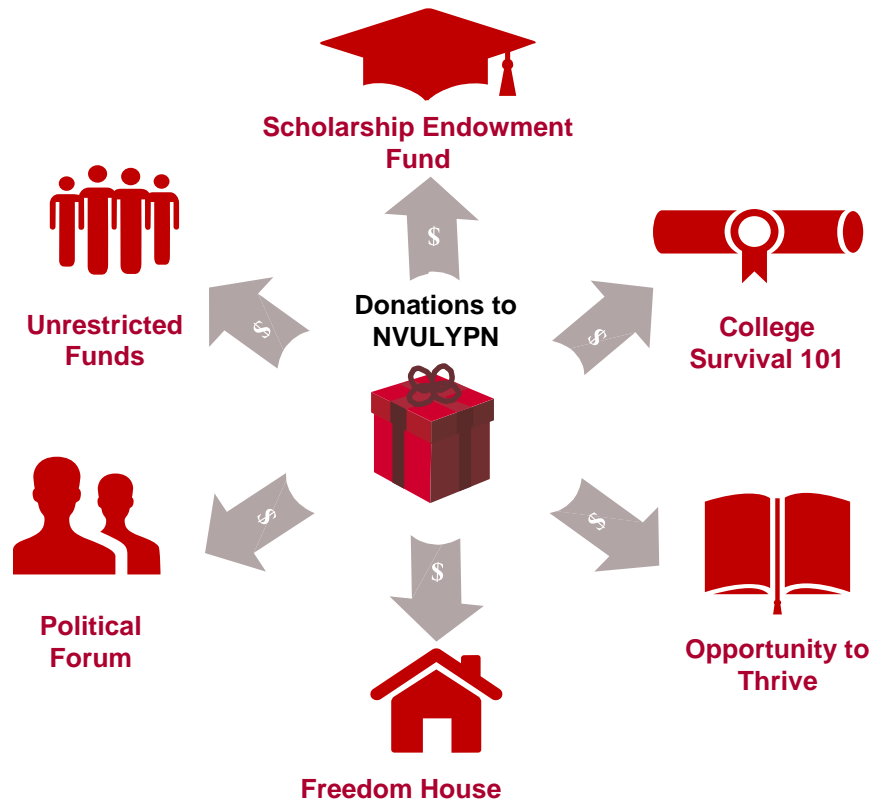
*"A year after moving back to Northern Virginia after graduating, I realized something was missing from my life; a sense of belonging to a wider community. I'm extremely grateful to have chanced upon NVULYPN while searching for networking events on Meetup.com. Since I became a member in Fall 2014, NVULYPN has been more than an outlet to network or build upon my professional skills; it's a safe space filled with supportive friends who care about social justice. I'm proud to say that I found my community."*

– NVULYPN Member Erica Shockley

## A NVULYPN DONATION AT WORK

Your philanthropic support to NVULYPN will ensure that our clients continue to be served by our membership. NVULYPN is entirely run by volunteers, which means 100% of all donations directly impact the community in a focused and directed manner.

Join our Gift Giving Circle, and choose where you will make your impact!



Donors have the option to receive preferred marketing access to our membership and complimentary marketing space in event programs, flyers and on our website according to the level of their support.

Supporters may advertise their support to NVULYPN through their own marketing efforts and share in earned media opportunities. Also, as NVULYPN is a 501(c)(3) supporters are able to leverage significant tax deductions as well.

Learn More: [www.NVULYPN.org](http://www.NVULYPN.org)

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## SPONSORSHIP LEVELS AND BENEFITS

Select	Level	Our Thanks for Your Sponsorship
<input type="checkbox"/>	<b>DIAMOND</b> <b>\$2,500+;</b> <b>In-kind Donation of equal value;</b> <b>Or \$250+ per month</b>	<ul style="list-style-type: none"> <li>▪ 1 table at Black Opal</li> <li>▪ 5 one year memberships into NVULYPN for the organization members of your choice</li> <li>▪ Private reception with the President of NVULYPN and the Northern Virginia Urban League</li> <li>▪ Private tour of the Freedom House for 10 people</li> <li>▪ Opportunity to place items in Black Opal swag backs</li> <li>▪ Full page advertisement in our annual report</li> <li>▪ Advertisement on our e-blasts, website &amp; social media platforms for one year and verbal recognition at Black Opal</li> </ul>
<input type="checkbox"/>	<b>PLATINUM</b> <b>\$1750;</b> <b>In-kind Donation of equal value;</b> <b>Or \$150 per month</b>	<p>All of the benefits below plus...</p> <ul style="list-style-type: none"> <li>▪ Opportunity to place items in Black Opal swag backs</li> <li>▪ 1 additional one year memberships into NVULYPN for the organization members of your choice (under the age of 40)</li> <li>▪ Recognition on each of our social media platforms</li> </ul>
<input type="checkbox"/>	<b>GOLD</b> <b>\$1000;</b> <b>In-kind Donation of equal value;</b> <b>Or \$85 per month</b>	<p>All of the benefits below plus...</p> <ul style="list-style-type: none"> <li>▪ Name, logo, and link on NVULYPN's website for 1 year</li> <li>▪ 2 VIP Tickets to Black Opal</li> <li>▪ 1 additional membership to NVULYPN for the organization member of your choice</li> <li>▪ Verbal recognition at Black Opal</li> </ul>
<input type="checkbox"/>	<b>SILVER</b> <b>\$500;</b> <b>In-kind Donation of equal value;</b> <b>Or \$50 per month</b>	<p>All the benefits below plus...</p> <ul style="list-style-type: none"> <li>▪ The opportunity to present at a general body meeting</li> <li>▪ An advertisement in our digest for one month</li> <li>▪ 1 membership to NVULYPN for a member of your organization (under the age of 40)</li> </ul>
<input type="checkbox"/>	<b>BRONZE</b> <b>\$300;</b> <b>In-kind Donation of equal value;</b> <b>Or recurring payment of \$25 per month</b>	<ul style="list-style-type: none"> <li>▪ Name or business logo/website link in our weekly digest</li> <li>▪ Name or business logo/website link on our "Sponsors" webpage</li> <li>▪ Letter of recognition from NVULYPN</li> </ul>

*\*Additional incentives vary based on event, please contact us for details*

### Ways to Give:

1. Online: <https://NVULYPN.wildapricot.org/Donate>
2. Mail a check to:

Young Professionals Network, Northern Virginia Urban League  
 1315 Duke Street, Alexandria, Virginia 22314  
[funddevelopment@NVULYPN.org](mailto:funddevelopment@NVULYPN.org) Fax: 703-836-8948

Learn More: [www.NVULYPN.org](http://www.NVULYPN.org)

**InNOVAtors**  
**In Service**



NVULYPN members at the annual backpack drive. More than \$5,000 in school supplies were collected and distributed

... and appreciate your donation for our next 16!

 Northern Virginia Urban League  
**Young Professionals Network**